

Heavenly Eyes

Makeup Artistry by Andrea Reid

Andrea Reid loves makeup and everything pretty. She is extremely passionate about the gift/talent (of makeup artistry) that God has blessed her with. Having always had an affinity for makeup, Andrea began her journey as a young girl (age 11) when she would assist her mother with applying her makeup. She would suggest to her mother which foundation looked good on her skin or which lipstick to wear to complete the look for the evening. As a young lady, Andrea would purchase different cosmetic products and advise her friends of why she loved the products and why they needed to purchase them for themselves. One friend told her once, "For as much as you sell the products, you might as well go and work for the company." Andrea took it lightly and ignored her friend's comment--she had not realized at the time that makeup artistry was in her veins.

Many years later, Andrea landed a part-time job and ended up working in the cosmetic department for Macys. It was at Macys that Andrea finally realized her love and passion for makeup. As a Cosmetics/Fragrances Sales Associate for over two and a half years, Andrea sold skincare products for various product lines, (i.e., Lancome, Clinique, Estee Lauder, Elizabeth Arden, Fashion Fair, Shiseido, and Derma Blend) and applied makeup for proms, weddings and special events. As a beauty consultant, she enjoyed explaining the importance of proper skincare to her clients and as a result, was able to convince them to purchase numerous products.

Without any prior cosmetic experience, Andrea also became one of the top Sales Associates in the area of makeup application. She was known best for how she applied eye shadow; creating different looks for the eyes; (i.e., the Smokey Eye). Never intimidated by the various complexion/hues of her clients, Andrea prided herself on always finding the right foundation match for their skin tones. As a result of mastering different techniques while working at Macys, Andrea was encouraged by her co-workers to move forward with becoming an expert in makeup as they felt she was naturally talented in this area.

Andrea also worked for Sephora (inside JC Penny) as a Product Consultant. She sold products for such brands as: Makeup Forever, NARs, Lorac, Smashbox, Stila, Benefit, Urban Decay, Tarte, Bare Minerals and of course the Sephora brand, to name a few. In addition to makeup, Andrea sold various skincare products and fragrances as well.

Following the gift God implanted in her, Andrea decided to hone in on her craft by attending makeup workshops conducted by Celebrity Makeup Artist, Lorenzo "Renny" Vasquez. During these workshops, she learned techniques such as: highlighting and contouring, eyelash application, cleaning/forming eyebrows to frame the face, clean/dramatic looks and a host of other makeup tips. Renny mentored, encouraged and personally provided a one-on-one training session exclusively for her (something he had never done for anyone before). He pushed her to keep pursuing makeup because he felt she definitely had a talent in it.

As a member of Evangel Cathedral church in Upper Marlboro, Md, Andrea is very active and serves as a member of the Makeup team. She joined the team in 2012 where she assisted with makeup application to the cast members of the Broadway-like stage play "King of Kings"—the annual Easter production by the church. She will be lending her hand and assisting again for this year's production.

Andrea is currently a Freelance Makeup Artist. She resides in Silver Spring, Md.