

Katrina McCormick

Multidisciplinary Executive Tech & Beauty
Strategist | Brand Builder & Connector

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Professional Summary

Visionary creator with 30+ years of experience spanning technology, beauty, branding, and business development. At 55, I bring lived experience, entrepreneurial grit, and emotional intelligence that no certification alone can measure. I've built salons, restaurants, and consulting ventures while leading digital transformations, web and multimedia design projects, and brand campaigns that deliver measurable results. Known for being divergent—I follow directions but also improve systems, uncover smarter solutions, and help people find their best path. A powerhouse of information, I research relentlessly, adapt quickly, and drive businesses and people to thrive.

Highlights & Career Achievements

- Business Builder: Founded and operated multiple businesses, including salons, restaurants, and consulting ventures.
- Editorial Recognition: Makeup & styling featured on the cover of Pregnancy Magazine and in a 3-page spread in Jezebel Magazine.
- Award-Winning Cuisine: Creative Loafing Magazine (2005) — Best Wing Sauce (Screaming Banshee) and Best Corned Beef & Reuben Sandwich at M'Vorneen's Irish Pub.
- Top Salon Recognition: Around & About Magazine (2016) — Nails by Katy named Best Nail Salon in Woodstock.
- Industry Distinction: Earned Creative Nail Design Mastership (1995) and won awards in Sculpted Nail Art Design (1994).
- Platform Artist: Selected by global brands including Graham Webb, Sebastian Trucco, IMAN, and ULTIMA II for live demos and education.

Professional Experience

Independent Uber Driver | Metro Atlanta | 2021–Present

- Adapted quickly post-pandemic by transitioning into rideshare, prioritizing flexibility, health, and service.
- Maintained a high customer rating through safety, punctuality, and hospitality.
- Demonstrated resilience by balancing rideshare work with ongoing consulting and beauty clients.

Mary Kay | Independent Beauty Consultant | Remote & In-Person | 2025–Present

- Provide personalized skincare and cosmetic consultations, tailored to individual client needs.
- Host engaging virtual and in-person product demonstrations, events, and tutorials.
- Manage inventory, digital sales, and long-term client relationships.
- Stay current with seasonal campaigns and product launches to maintain a competitive edge.

Nails & Skin by Katy | Salon Owner & Beauty Director | Woodstock, GA | 2015–2020

- Founded and operated a successful upscale beauty salon specializing in esthetics, nail artistry, and spa treatments.
- Designed and maintained the salon website and implemented multimedia marketing to attract and retain clients.
- Oversaw all HR operations, including recruiting, payroll, training, and employee development.
- Drove retail and service sales through strategic product promotions and upselling.
- Cultivated a premium client experience, ensuring repeat business and referrals.

DataPath Inc | SharePoint Consultant (Contract) | Duluth, GA | 2015

- Designed and customized SharePoint solutions to improve team collaboration and workflows.
- Built and maintained websites, integrating them with social media campaigns for branding outreach.
- Provided marketing and branding development consulting to strengthen company visibility.
- Delivered training and documentation to ensure smooth adoption of new systems.

Upscale Salon & Weave Center | Licensed Esthetician & Nail Tech | Kennesaw, GA | 2012–2014

- Delivered advanced nail artistry, waxing, facials, and skin treatments to a diverse clientele.
- Conducted product education and consultations, driving retail sales.
- Supported salon branding through client relationship building and professional services.

Venice Nails & Spa | Esthetician & Nail Tech | Woodstock, GA | 2010–2012

- Performed nail services, waxing, spa treatments, and client makeovers.
- Educated clients on skincare products, boosting retail revenue.
- Maintained consistent client satisfaction and repeat appointments.

Royal Spirits | Information Manager | Cartersville, GA | 2006–2009

- Oversaw operations across five restaurants and bars, including staff scheduling, payroll, and accounting.
- Managed websites, social media marketing, and POS systems.
- Handled inventory, vendor relations, and cost controls to maximize profitability.
- Designed menus, created promotions, and planned large-scale festivals and events.
- Coordinated entertainment booking, creating a strong community presence.

Professional Experience

Southeast Polymer Solutions | Regional Office Manager | Acworth, GA | 2007–2008

- *Acted as primary liaison between sales staff and vendors to streamline communications.*
- *Prepared commission reports, processed quotes, and maintained databases.*
- *Installed and maintained network and server systems, ensuring smooth operations.*
- *Delivered customer support and software/hardware troubleshooting.*

KM Solutions Inc | CIO & Branding Consultant | Acworth, GA | 2005–Present

- *Founded consultancy providing IT support, business development, branding, and marketing.*
- *Designed websites, social media campaigns, and print advertising for clients across industries.*
- *Delivered computer hardware/software support and IT training.*
- *Helped businesses define brand identity, expand visibility, and increase profitability.*

M'vorneen's LLC | Back of House & Media Director | Cartersville, GA | 2004–2005

- *Managed kitchen operations, menu development, recipe implementation, and portion control.*
- *Coordinated inventory and vendor relationships to control costs.*
- *Directed media advertising, event promotions, and business development strategies.*
- *Organized special events, boosting customer traffic and brand visibility.*

The Shaving Gallery | Store Manager & Lead Shave Technician | Cartersville, GA | 2002–2004

- *Delivered luxury grooming services and consultations in a boutique environment.*
- *Oversaw staff scheduling, training, and sales promotions.*
- *Managed inventory, vendor relations, and customer experience.*

Color Me Beautiful, Inc. | Resident Trainer & Kiosk Manager | Atlanta, GA | 2001–2002

- *Trained staff in cosmetic applications, skincare techniques, and customer engagement.*
- *Coordinated promotional events and delivered image consulting services.*
- *Boosted sales by designing interactive demonstrations for customers.*

Beauty Consultant & Makeup Artist | JC Penney, Glamour Shots, Savvy Salon | 1995–2001

- *Delivered full-spectrum beauty services, bridal styling, and editorial makeup artistry.*
- *Promoted to Spa Manager and Counter Manager roles based on performance.*
- *Developed a loyal client base and contributed to consistent sales growth.*

Education & Certifications

- **B.S. Computer Information Management**
Life University, Marietta, GA 2015
- **Esthetics & Nail Artistry**
Paul Mitchell Academy, Seattle, WA, Top of Class 1992
- **Advanced Chemical Peeling**
Visual Changes, Atlanta, GA 1998
- **Medi-Derm Procedures**
International Dermal Institute, Dunwoody, GA
- **CIW Web Foundations Associate 2015–Present**
- **Licensed Esthetician & Nail Technician WA & GA since 1992**

Editorial Work

- **Makeup & Styling**
Pregnancy Magazine (U.S. Premier Issue Cover)
- **Feature Artist**
Jezebel Magazine (3-page spread)
- **Bridal Campaign**
Kennesaw Mountain Winery
- **Makeup Artist**
John Casablanca's Talent Agency
- **Full-body Makeup**
Playboy Model Search (1995)
- **Platform Artist**
Graham Webb, Sebastian Trucco, IMAN, ULTIMA II

Awards & Recognitions

- **Around & About Magazine (2016)**
Nails by Katy named Best Nail Salon in Woodstock
- **Creative Loafing Magazine (2005)**
M'Vorneen's Irish Pub awarded Best Wing Sauce (Screaming Banshee) & Best Corned Beef/Reuben Sandwich
- **Creative Nail Design Mastership (1998)**
- **Award-Winning Sculpted Nail Art Design (1999)**

Skills & Tools

- **Technology & Digital:** Web & multimedia design, branding, O365, SQL, Adobe Creative Suite, HTML/CSS, JavaScript, QuickBooks, POS systems, IT support
- **Business & Strategy:** Entrepreneurship, branding, social media, vendor relations, event planning, team leadership, finance
- **Beauty & Wellness:** Esthetics, nail artistry, waxing, makeup artistry, spa operations, client care, editorial styling

Charity & Volunteer Work

- **KashKitty**
Founded a community program to rescue, socialize, and rehome feral cats.
- **IT Support for Seniors**
Provide tech help in assisted living facilities, from VPN setup to scam awareness training.

Some companies hesitate to hire someone who's worked for themselves, fearing independence means resistance. I see it as proof of initiative, adaptability, and drive. I'm not a stagnant drone, I'm a catalyst. Whether I'm designing a multi-media site, developing a brand identity, troubleshooting a PC, or guiding someone through a skincare transformation, I lead with empathy, clarity, and creativity.

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