



# Donna Smith

Makeup & Semi Permanent  
Makeup Beauty & Aesthetics  
Specialist

your  
future  
matters

## How did you get into your job?

I left school in the year 2000 with 8 GCSEs graded A\*- B. I knew I had a passion for hair and beauty but back then, the industry was not as big as it is today or looked at with the same respect. I knew that one day I wanted to have my own beauty business but felt the A-Level route wasn't for me and that I would personally gain more from a qualification that included on the job training. I went down the apprenticeship route and gained an NVQ Level 3 in Business Administration. Since then, I have completed multiple NVQs and diplomas to develop myself further including management, customer service and teaching, as well as specific beauty qualifications.

## What personal qualities do you need to do your job?

To run a successful beauty business you need business acumen and you need to be professional, friendly and provide an excellent customer service. Clients want to feel welcomed, comfortable and in safe hands. A passion for beauty should always shine through too.

## Who has been the most influential person in your life for helping you to get where you are today?

There have been a few influential people in my life to help me to get where I am today. Two people in particular include a previous manager from when I was younger, who I've always tried to mirror in terms of professionalism and being hard working, and also one of my closest friends who runs a successful hairdressing salon. They are people who have pushed me outside of my comfort zone to build the confidence I have today. There are social media influencers too of course, particularly the women 'brow bosses' of the industry. We all work so hard and with so much passion.

## What would you tell your 16 year old self if you could go back and give them some advice?

I would tell my 16 year old self that it's ok to be unsure about what you want to be 'when you're older'. Just continue to educate yourself, travel and have amazing life experiences which will mould you into the person you eventually will find you want to be.