

PENNY SADLER

Celebrity makeup artist & image consultant

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CAREER SUMMARY

Widely recognized makeup artist and image stylist for celebrity entertainers, corporate executives, media personalities, sports stars, authors, high-profile entrepreneurs, and top models. Noted for expert concept development and execution, excellent communications and client relations, as well as leadership in the cosmetics industry as an educator and consultant. Professional and licensed cosmetologist/esthetician.

QUALIFICATIONS

- Established reputation with TV and film industry, photographers, cosmetics industry, art directors, and talent agents as a knowledgeable professional with strong communication skills, attention to technical challenges, responsible business management, and flexibility
- Deep knowledge of cosmetics industry, current makeup and hair trends, new products and techniques
- Technical expertise in lighting for photography, film, video, and stage productions
- Professional set stylist for photo shoots
- Noted image-maker, including professional wardrobe selection, grooming and the art of creating great first impressions
- Product selection expert for all skin types and colors
- Brand ambassador and educator for major beauty product companies
- Frequent invited contributor to magazines, newspapers and webzines
- In-demand speaker and guest personality before live and broadcast audiences
- Skilled in event and production management, including budget development; inventory control; technical crew sourcing and placement; casting; location scouting, selection and logistics management
- Strong reputation for leading creative teams and mentoring younger colleagues

PROFESSIONAL EXPERIENCE

Body of work includes commercials, episodic entertainment programming, media interviews, event production and satellite broadcasts. Selected credits and clients include:

TELEVISION

- *The Biggest Loser*, NBC
- *National Geographic Channel*
- *The Tonight Show*, NBC
- *Murder by the Book*, Court TV
- *Walker, Texas Ranger*, CBS (Key hairdresser)
- *Cadillac Jack*, CBS (Key hairdresser)
- *Holiday in Your Heart*, ABC
- *Property Virgins*, HGTV
- *Larry King Live*, CNN
- *Hardcover Mysteries*, truTV
- *CEO*, PBS
- *Think*, PBS
- *Good Day, Dallas*, Fox4
- *Dance You're A** Off*, Oxygen
- *Wall St. to Main St.*, WFAA-TV
- *Bringing It Home* with Laura McIntosh

CORPORATE PHOTOGRAPHY

- Frito-Lay
- Sprint
- Nokia
- Mothers Against Drunk Driving
- Cingular
- Bank of America
- Hyundai
- DFW International Airport
- The University of Texas M.D. Anderson Cancer Center—Houston
- Baylor University Medical Center—Dallas

ADVERTISING

- The Home Depot
- American Airlines
- Taco Bueno
- Southwest Airlines
- Taco Cubana
- United Way
- Crispy Crunch
- Shooting Star Casinos
- Chevrolet
- Whataburger
- Reebok
- Oceania Cruises

MEDIA INTERVIEWS

- Olay
- Maybelline
- Cover Girl
- DDF
- Kinerase
- Pantene
- La Mer

EDITORIAL PHOTOGRAPHY

- People
- Texas Monthly
- Travel + Leisure
- Forbes
- TV Guide
- People (Spanish edition)

HIGH-PROFILE EVENTS

Productions created and executed for the following clients:

- 20th Century Fox media tour
- Maybelline “Great Lash” event
- *Melrose Place* media tour
- Mission Foods Menu Challenge, NBC
- Summer in the City Tour, CBS
- Six Flags Over Texas
- Saks Fifth Avenue
- Pepsico
- Lockheed-Martin
- McAfee Inc.
- YSL Cosmetics
- Super Bowl XLV, Taste of the NFL

PUBLICATIONS & SELECTED TOPICS

- *People* Newspapers—Dallas
- redmag.com
- Salon.com
- *Modern Luxury*—Dallas
- *Women’s World*
- *Today’s Diet and Nutrition*
- *Texas Monthly* Fashion Edition

Portfolio of topics includes:

- Travel-worthy makeup and skin care
- Multi-use cosmetics for travel
- Skin cancer detection and prevention
- Celebrity endorsed products and services
- Ways to combat hair loss
- Cosmetics, ingredients, what works/what doesn’t
- Splurge or steal on cosmetics and skin care
- Tanning and self-tanners
- Beauty lighting, makeup for HDTV
- Makeup, hair and fashion makeovers
- Total image consulting

CELEBRITY CLIENTS

- Anderson Cooper (TV Host)
- Brooke Shields (Actress)
- Bernadette Peters (Actress/Singer)
- George Bush (former US President)
- Mark Cuban (Entrepreneur, Dallas Mavericks Owner)
- Terry Bradshaw (TV Host)
- Dale Earnhardt, Jr. (NASCAR Driver)
- Dan Rather (Broadcast Journalist)
- Sen. Kay Bailey Hutchison (Senior U.S. Senator from Texas)
- Troy Aikman (Former Dallas Cowboys Quarterback)
- George Foreman (World Heavyweight Boxing Champion)
- William Shatner (Actor)
- Sheree J. Wilson (Actress)
- Kelly Clarkson (Recording Artist)
- Jamie Pressley (*My Name Is Earl*)
- Hannah Storm (TV Sportscaster)
- Laura Leighton (*Melrose Place*)
- Collin Egglesfield (*Melrose Place*)
- Darrell Hammond (*Saturday Night Live*)
- Bradley Whitford (*The West Wing*)
- Lisa Ann Walters (*Dirty Dancing*)
- Emmitt Smith (Former Dallas Cowboys Running Back)
- Sandra Brown (Author of 58 *New York Times* Bestsellers)
- Gigi Levangie Grazer (Novelist/Screenwriter)
- Sara Moulton (Celebrity Chef)

PROFESSIONAL ASSOCIATIONS

Association of Image Consultants
International
Fashion Group International
Texas Association of Film and Tape
Professionals

References provided upon request