

SHARLEEN COLLINS

- ACADEMY -

PROSPECTUS



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ABOUT SHARLEEN COLLINS ACADEMY

SHARLEEN COLLINS ACADEMY IS AN ITEC, INTERNATIONALLY RECOGNIZED, MAKEUP ACADEMY BASED IN DUBLIN CITY CENTRE.

SHARLEEN COLLINS ACADEMY WILL TRAIN YOU TO THE HIGHEST STANDARDS IN THE MAKEUP INDUSTRY WORKING WITH LOTS OF DIFFERENT TECHNIQUES, STYLES, TRENDS, COLOURS, TEXTURES AND TONES.

SHARLEEN COLLINS ACADEMY WILL TRAIN YOU FROM A COMPLETE BEGINNER, TEACHING YOU THE BASIC TECHNIQUES, UP TO A HIGHLY INTENSIVE STANDARD OF MAKEUP FOR THOSE OF YOU WHO WISH TO PURSUE A CAREER AS A PROFESSIONAL MAKEUP ARTIST, WITH AN INTERNATIONALLY RECOGNISED ITEC CERTIFICATE AND IN-HOUSE DIPLOMA.

SHARLEEN COLLINS ACADEMY ALSO WORKS WITH REPUTABLE INDUSTRY TRAINERS & EDUCATORS FROM DUBLIN.

ABOUT SHARLEEN



STARTING IN THE INDUSTRY AT THE AGE OF 17, SHARLEEN COLLINS CAREER HAS GONE FROM STRENGTH TO STRENGTH OVER THE LAST 15 YEARS OF HER EXPERIENCE. ORIGINALLY WORKING FOR PREMIUM BRANDS CRÈME DE LA MER , BOBBI BROWN AND MAC, SHARLEEN THEN DECIDED TO TURN PRO AND WORK IN THE MAC COVENT GARDEN STORE IN LONDON.

THE OPPORTUNITY TO MOVE FROM DUBLIN TO LONDON WITH M.A.C COSMETICS TO JOIN THE RENOWNED PRO TEAM SAW HER CAREER SKYROCKET. WHILE IN LONDON SHARLEEN EXPERIENCED MAJOR SUCCESS WITH THE PRO TEAM ALONG WITH HER OWN FREELANCE WHERE SHE WORKED ON THE X-FACTOR, STRICTLY COME DANCING, MTV, MAMA MIA THE MUSICAL, THE BRIT AWARDS AND LONDON FASHION WEEK TO NAME

BUT A FEW. SHE ALSO WORKED WITH IRELAND'S VERY OWN U2.

HER TALENTS HAVE GRACED THE COVERS OF SOME OF THE WORLDS BIGGEST MAGAZINES, FROM VOGUE UK AND VOGUE ONLINE TO IRELAND'S OWN TATLER, IMAGE, VIP, RSVP AND U MAGAZINES TO NAME BUT A FEW

THE SHARLEEN COLLINS ACADEMY OFFERS INTERNATIONALLY RECOGNISED ITEC CERTIFIED COURSES TO SUIT ALL LEVELS OF STUDENTS IN SMALL CLASSES SPECIALLY DESIGNED TO ENSURE ALL STUDENTS RECEIVE INDIVIDUAL FEEDBACK AND ENCOURAGEMENT. SHARLEEN AND HER HAND-PICKED TEAM OF TOP CLASS TRAINERS WILL MENTOR ALL STUDENTS ALONG THE WAY TO ENSURE THEY GET THE VERY BEST TRAINING & ADVICE. FROM DIFFICULT TECHNIQUES, TRENDS AND STYLES, SHARLEEN AND

HER TEAM OF TALENTED MAKE UP ARTISTS WILL COVER ALL BASES OF THE MAKEUP INDUSTRY. WITH DAY, EVENING AND WEEKEND COURSES TO SUIT EVERY KEEN LEARNER. PREMIUM STUDENTS WILL GRADUATE WITH AN INTERNATIONALLY RECOGNISED ITEC LEVEL 2 CERTIFICATE IN MAKE UP ARTISTRY AND AN IN-HOUSE SHARLEEN COLLINS ACADEMY DIPLOMA.

SINCE OPENING THE ACADEMY, SHARLEEN HAS TAKEN STANDARDS IN IRELAND TO A COMPLETE NEW LEVEL. SHARLEEN'S REMARKABLE CAREER AND SIGNATURE APPROACH HAS RECEIVED IMPRESSIVE CRITICAL ACCLAIM, WINNING COUNTLESS INDUSTRY AWARDS.

SHARLEEN COLLINS ACADEMY WILL TRAIN YOU TO THE HIGHEST STANDARDS IN THE MAKEUP INDUSTRY, WORKING WITH LOTS OF DIFFERENT TECHNIQUES, STYLES, TRENDS, COLOURS, TEXTURES AND TONES.

SHARLEEN COLLINS ACADEMY WILL TRAIN YOU FROM A COMPLETE BEGINNER, TEACHING YOU THE BASIC TECHNIQUES, UP TO A HIGHLY INTENSIVE STANDARD OF MAKEUP FOR

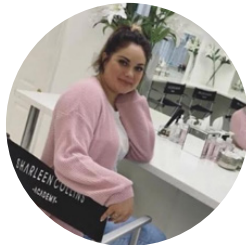
THOSE OF YOU WHO WISH TO PURSUE A CAREER AS A PROFESSIONAL MAKEUP ARTIST, WITH AN INTERNATIONALLY RECOGNISED ITEC CERTIFICATE AND IN-HOUSE DIPLOMA. SHARLEEN HAS ALSO LAUNCHED A SUCCESSFUL COSMETICS LINE WHICH INCLUDES THE SHARLEEN COSMETICS LUXURY PROFESSIONAL BRUSH COLLECTION. IT'S USED BY SOME OF THE WORLD'S BIGGEST NAMES INCLUDING:

THE SPICE GIRLS THROUGHOUT THEIR 2019 TOUR, SUPERMODEL NAOMI CAMPBELL, NICOLE SCHERZINGER, CHERYL COLE, KATIE PIPER, ROCHELLE HUMES, ELLA EYRE, EMELI SANDE, KIMBERLY WALSH AND STEPHANIE PRATT. MODELS BELLE LUCIA, ROXY HORNER, DEMI ROSE AND SISTERS DAISY & ELLIE MCDONNELL. LOVE ISLAND WINNER DANI DYER AND CO-STARS HAYLEY HUGHES, GEORGIA STEEL, OLIVIA BUCKLAND, SAMIRA MIGHTY, ZARA MCDERMOTT, KAZ CROSLY AND EMILY SHAK, TO NAME A FEW. THE COSMETICS LINE IS USED BY THE MOST TALENTED MAKEUP ARTISTS IN THE INDUSTRY SUCH AS, HILA KAMAND, YASMINA BENTAIEB, KRISTINA THEODORIS, CHARLOTTE REID, EMMA OSBORNE AND MANY MORE.

IRISH INFLUENCERS THAT HAVE RECOMMENDED SHARLEEN COLLINS



ELLIE KELLY



FACES BY GRACE



KEILIDH MUA



AIDEEN KATE



SO SUE ME

COURSE TOPICS

- SKIN ANALYSIS
- TOOLS OF THE TRADE
- KIT ESSENTIALS
- HYGIENE STERILIZATION
- SKIN TYPES/TONES/TEXTURES + COVERAGES
- SOFT GLAM
- NIGHT TIME GLAM
- BRIDAL LOOKS
- FESTIVAL LOOKS
- FREESTYLE
- LINER WORKSHOPS
- STRIP + INDIVIDUAL LASHES
- CONTOUR/HIGHLIGHT
- PERFECTING BROWS
- BLENDING OF SHADOWS
- STROBING
- BROW DEFINITION GELS/POWDERS
- SCULPTING OF SKIN
- PERFECTING LIPS/LIP COMBOS

CAREER OPPORTUNITIES

- FREELANCE MAKEUP ARTIST
- BRIDAL ARTIST
- EDITORIAL MAKEUP ARTIST
- TV + FILM MAKEUP ARTIST
- CELEBRITY MAKEUP ARTISTS
- SKIN CARE CONSULTANTS FOR COSMETIC BRAND
- MAKEUP ARTIST WORKING FOR LEADING MAKEUP BRANDS

PACKAGES & PAYMENTS

DIAMOND PLUS

6 WEEK COURSE

€1500

PAY NOW AND SAVE €100

- IN-HOUSE DIPLOMA FROM SHARLEEN COLLINS ACADEMY
- FREE PROFESSIONAL LUXURY BRUSH SET
- SHARLEEN COLLINS ACADEMY JUMPER
- SMALL CLASS SIZES
- GUIDANCE THROUGHOUT COURSE
- STUDENT REVIEW
- COACH CALLS WEEKLY
- TOP TRAINERS
- PAYMENT PLANS
- FREE SOCIAL MEDIA TALK
- KIT TALK
- FREE PRO TEAM
- FREE BUSINESS SEMINAR

PREMIUM

12 WEEK COURSE

€3000

PAY NOW AND SAVE €500

- ITEC INTERNATIONALLY RECOGNISED CERTIFICATE
- IN – HOUSE DIPLOMA FROM SHARLEEN COLLINS ACADEMY
- PRE – ASSESSMENTS
- MOCKS
- ITEC EXAMINATION
- FREE PROFESSIONAL LUXURY BRUSH SET
- SHARLEEN COLLINS ACADEMY JUMPER
- COACH CALLS WEEKLY
- STUDENT REVIEWS ONCE A MONTH
- SMALL CLASS SIZES
- TOP TRAINERS AND EDUCATORS
- PAYMENT PLANS
- FREE BUSINESS SEMINAR
- FREE SOCIAL MEDIA TALK
- KIT TALK
- GUIDANCE THROUGHOUT COURSE
- FREE STUDENT PROGRAMMES AT THE END OF YOUR COURSE
- FREE COMPLIMENTARY PHOTOSHOOT WITH LEADING INDUSTRY PHOTOGRAPHER
- FREE VIDEOS WEEKLY
- FREE OPEN DOOR POLICY
- FREE PRO TEAM

COURSE DURATION

**WE HAVE TWO DIFFERENT OPTIONS FOR OUR COURSES:
DAY, EVENING & WEEKEND.**

DAY OPTIONS

MONDAYS: 12PM TO 5PM

TUESDAYS: 12PM TO 5PM

WEDNESDAYS: 12PM TO 5PM

THURSDAYS: 12PM TO 5PM

WEEKEND OPTIONS

SUNDAYS: 12PM TO 5PM

QUALIFICATION

ON SUCCESSFUL COMPLETION OF OUR DIAMOND COURSES YOU WILL RECEIVE AN IN-HOUSE DIPLOMA FROM THE SHARLEEN COLLINS ACADEMY.

IF YOU SUCCESSFULLY COMPLETE OUR PREMIUM COURSE YOU WILL ALSO RECEIVE AN INTERNATIONALLY RECOGNISED ITEC LEVEL TWO QUALIFICATION IN MAKEUP ARTISTRY WHICH IS INTERNATIONALLY RECOGNIZED AS WELL AS OUR IN-HOUSE DIPLOMA



BUSINESS SEMINAR

AT SHARLEEN COLLINS ACADEMY WE TEACH OUR STUDENTS THE IMPORTANCE OF NOT ONLY HAVING THE SKILLS & TECHNIQUES TO BECOME AN AMAZING MAKEUP ARTIST, BUT ALSO THE KNOWLEDGE TO BUILD THEIR BRAND ONCE THEY GRADUATE! A BIG PART OF OUR BUSINESS SEMINAR IS TEACHING OUR STUDENTS HOW TO BECOME A SOCIAL MEDIA SENSATION! SOCIAL MEDIA HAS CHANGED THE MARKETING GAME IN THE LAST FEW YEARS AND IS NOW ONE OF THE BIGGEST PLATFORMS FOR SHOWCASING YOUR WORK AS A PROFESSIONAL MAKEUP ARTIST.

THIS IS AN INDUSTRY BASED BUSINESS SEMINAR FROM THE SHARLEEN COLLINS ACADEMY THAT WILL TEACH YOU THE FOLLOWING:

- HOW YOUR CV NEEDS TO LOOK
- WHAT QUESTIONS COME UP IN INTERVIEWS
- HOW TO DRESS FOR AN INTERVIEW
- HOW TO BUILD A CLIENTELE
- HOW TO TALK ON TV
- HOW TO BREAK INTO THE INDUSTRY
- ALL ABOUT FREELANCE
- SETTING UP YOUR OWN BUSINESS
- IMPORTANCE OF SHOOTS/EDITORIAL
- TV + FILM
- SOCIAL MEDIA
- BRANDING WORKSHOP
- HOW TO BREAK THE BRIDAL INDUSTRY
- BACKSTAGE/FASHION WEEK
- PORTFOLIO TALK

AND LOTS MORE!

PHOTOSHOOT

AT THE SHARLEEN COLLINS ACADEMY YOU WILL HAVE A PROFESSIONAL PHOTOSHOOT WITH A LEADING INDUSTRY PHOTOGRAPHER. THIS INCLUDES FOUR PROFESSIONALLY EDITED IMAGES OF FOUR OPTIONAL LOOKS. WORKING ON THIS PHOTOSHOOT WILL GIVE STUDENTS AN INSIGHT INTO THE INDUSTRY. (PREMIUM STUDENTS ONLY).

STUDENT REVIEWS

EVERY MONTH SHARLEEN WILL HAVE A PERSONAL REVIEW WITH EVERY STUDENT ENROLLED IN THE PREMIUM COURSE IN THE SHARLEEN COLLINS ACADEMY.

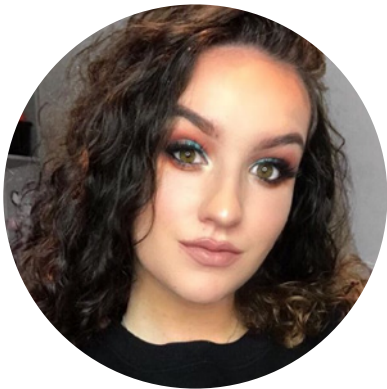
IN REVIEWS THIS IS YOUR TIME WITH SHARLEEN ON YOUR OWN TO LOOK OVER ALL YOUR MAKEUP LOOKS AND WE CAN IDENTIFY YOUR STRENGTHS AND WEAKNESSES AND WORK ON THEM UNTIL THE NEXT MEETING. THIS WILL HELP YOU BECOME THE BEST MAKEUP ARTIST YOU CAN BE IN THE INDUSTRY.

OPEN DOOR POLICY

AT SHARLEEN COLLINS ACADEMY WE HAVE AN “OPEN DOOR POLICY” WHICH IS COMPLETELY FREE OF CHARGE TO OUR PAST PREMIUM STUDENTS! THIS ALLOWS THEM TO COME BACK TO THE ACADEMY AT ANY TIME TO RESIT ANY CLASSES THEY NEED EXTRA WORK ON OR WOULD LIKE FURTHER TRAINING IN!

SHARLEEN COLLINS ACADEMY DECIDED TO INTRODUCE THIS POLICY TO ALL OF OUR PAST PREMIUM STUDENTS IN ORDER TO HELP THEM GROW & DEVELOP THEIR SKILLS EVEN FURTHER. WE KNOW HOW FAST THE INDUSTRY CHANGES AND HOW QUICKLY NEW TRENDS CATCH ON SO THIS GIVES OUR STUDENTS THE OPPORTUNITY TO COME BACK AND BRUSH UP ON THEIR SKILLS AND REALLY MASTER THEIR TECHNIQUES!

STUDENT TESTIMONIALS



**LAURA
SWEENEY**

"HI, MY NAME IS LAURA SWEENEY AND I AM 18 YEARS OLD! I AM A PAST STUDENT OF SHARLEEN COLLINS ACADEMY & NOW A FULLY QUALIFIED MAKEUP ARTIST!

I WAS DUE TO START A MAKE UP COURSE AT ANOTHER COLLEGE WHICH WAS CANCELLED LAST MINUTE WITH NO NOTICE. SO AFTER MANY TEARS AND I CONTACTED SHARLEEN COLLINS ACADEMY BY EMAIL . THE ACADEMY WAS SO

HELPFUL AND THEY PROVIDED ME WITH A SOLUTION BY ALLOWING ME TO START STRAIGHT AWAY! I KNOW NOW THAT I WAS MEANT TO ATTEND SHARLEEN COLLINS ACADEMY!

WE STARTED THE COURSE BY LEARNING ALL THE BASICS IN MAKEUP FROM DAY AND EVENING LOOKS TO BRIDAL & CELEBRITY INSPIRED LOOKS. WE THEN COVERED DIFFERENT TOPICS FROM GLAM, FESTIVAL MAKEUP, HIGH FASHION, SFX, BODYPAINT, KIM KARDASHIAN & KYLIE JENNER INSPIRED AND MANY MORE!

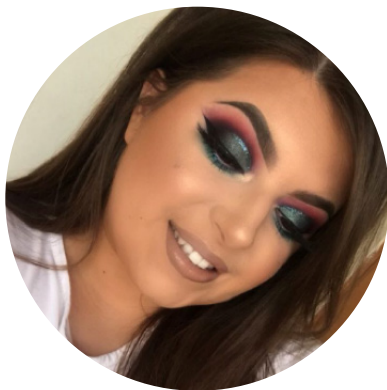
SHARLEEN COLLINS ACADEMY OFFERS SO MANY MASTERCLASSES DURING YOUR COURSE IN TOP INTERNATIONAL BRANDS LIKE MAC AND INGLOT! THIS WAS SO HELPFUL AS IT GIVES YOU A FEEL FOR THE INDUSTRY AND WHAT IT'S LIKE TO WORK ON COUNTER.

THE INGLOT MASTERCLASS WAS SO HELPFUL TEACHING US ALL ABOUT CUT CREASES, SPOTLIGHT EYES AND BLOWN OUT LOOKS! THE MAC MASTERCLASS GAVE US ALL A BEHIND THE SCENES INSIGHT INTO WHAT TRENDS WERE COMING UP IN THE FOLLOWING SEASON AND WHAT THE TOP MAKEUP ARTISTS WERE DOING AT FASHION WEEK!

THE TUTORS AND EDUCATORS ARE ABSOLUTELY AMAZING AS THEY OFFER SO MUCH GUIDANCE. IT MAKES THE EXPERIENCE OF THE COURSE SO MUCH BETTER WHEN YOU ARE LEARNING FROM THE BEST IN THE INDUSTRY.

DURING MY COURSE I HAD THE AMAZING OPPORTUNITY OF DOING A PROFESSIONAL PHOTO SHOOT IN THE IRISH MAIL ON SUNDAY WITH LOVE HATE STAR, MARY MURRAY FOR HER NEW PLAY. THIS WAS AN UNREAL EXPERIENCE AND HAS INFLUENCED MY HOPES FOR THE FUTURE AS A MAKEUP ARTIST. IT WAS SUCH AN AMAZING EXPERIENCE AS I GOT TO SEE FIRST HAND WHAT IT WAS LIKE TO BE ON THE SET OF A PROFESSIONAL PHOTOSHOOT I HAVE HUGE GOALS SET FOR MYSELF AS AN ARTIST. IN 5 YEARS I HOPE TO BE WORKING AT LONDON FASHION WEEK WITH THE TOP BRANDS, WORKING ON THE WEST END AND TAKING PART IN

EDITORIAL AND TV WORK. BEFORE MY TIME AT SHARLEEN'S ACADEMY THIS ALL SEEMED LIKE DREAMS BUT NOW IT IS MY GOAL AND AMBITION. I HAD THE BEST EXPERIENCE AT SHARLEEN COLLINS ACADEMY AND I CAN'T THANK SHARLEEN AND THE TUTORS ENOUGH! I HAVE LEARNED SO MUCH, I FEEL SO CONFIDENT IN MY WORK AND I KNOW I HAVE CHOSEN THE RIGHT CAREER FOR ME!"



SHAUNA BOTTONE

"HI! MY NAME IS SHAUNA BOTTONE AND I AM A PAST STUDENT OF SHARLEEN COLLINS ACADEMY! I AM NOW A FULLY QUALIFIED MAKEUP ARTIST! FROM DAY ONE IN OUR COURSE, SHARLEEN COLLINS ACADEMY KEPT US COMPLETELY INFORMED AND UP TO DATE WITH THE WORLD OF BEAUTY & MAKEUP! FROM THEN ON IN EACH INDIVIDUAL IN OUR GROUP IMPROVED LEAPS AND BOUNDS WEEK AFTER WEEK!

THROUGHOUT OUR COURSE WE GOT TO ATTEND MASTERCLASSES WITH DIFFERENT BRANDS WHICH WAS AMAZING. THE FACT THAT THE THEME OF EACH MASTERCLASS WAS DIFFERENT WAS SUCH A GREAT HELP BECAUSE IT REALLY SHOWED US AN INSIGHT OF WHAT IT WOULD BE LIKE TO BE WORKING IN THE INDUSTRY AND THE REALISATION THAT IT IS NON STOP AND CONSTANTLY CHANGING. IT WAS GREAT TO SEE ALL THE DIFFERENT TRENDS AT THE MOMENT

AND ALSO HOW DIFFERENT BRANDS INTERPRETED THOSE TRENDS. I KNOW MYSELF, IT DONE WONDERS FOR NOT ONLY MY MAKEUP BUT MY CONFIDENCE AS WELL!

OUR WEAKNESSES THEN BECAME OUR STRONG POINTS AS SHARLEEN AND HER TEAM OF EDUCATORS & TRAINERS HELPED US TACKLE EVERYTHING HEAD ON EACH WEEK! ONCE A MONTH WE SAT DOWN WITH SHARLEEN UPSTAIRS IN THE BOARDROOM FOR A ONE TO ONE REVIEW. THIS WAS SO HELPFUL AS I FELT A LOT MORE COMFORTABLE TALKING ABOUT WHAT I WAS STRUGGLING WITH IN PRIVATE

WITH SHARLEEN. SHARLEEN THEN MADE SURE THAT MY EDUCATORS WERE AWARE OF THIS AND THEY HELPED ME WEEK ON WEEK UNTIL I FINALLY MASTERED MY WEAKNESS AND IT WAS NO LONGER SOMETHING I STRUGGLED WITH!

THERE ARE SO MANY OTHER ELEMENTS TO THE COURSES AT SHARLEEN COLLINS ACADEMY OTHER THAN MAKEUP! WE ALSO HAD ITEC CLASSES THROUGHOUT OUR COURSES WHICH WERE SO IMPORTANT IN HELPING US PREPARE FOR OUR EXAM. OUR EDUCATORS WENT THROUGH OUR EXAM PROCESS STEP BY STEP AND WERE SO HELPFUL THROUGHOUT THE COURSE ANSWERING ANY QUESTIONS WE MAY HAVE AND HELPING US WITH OUR CASE STUDIES AND PORTFOLIOS TO ENSURE WE ALL PASSED!

WE ALSO HAD A BUSINESS SEMINAR WHERE WE LEARNED ALL ABOUT THE BUSINESS SIDE OF BEING A MAKEUP ARTIST. OUR TRAINERS WENT THROUGH OUR SOCIAL MEDIA FIRST WHICH IS SO IMPORTANT WHEN YOUR STARTING OFF IN THE INDUSTRY. THEY SHARED SO MANY HELPFUL TIPS ON WHAT CONTENT WE SHOULD BE POSTING AND ALSO WHEN TO POST TO ENSURE WE GET THE MOST ENGAGEMENT OUT OF OUR POSTS! THEY ALSO WENT THROUGH INTERVIEW TECHNIQUES AND HELPED WITH OUR CV'S WHICH WAS SO HELPFUL! THEY TOLD US ALL ABOUT HOW TO TAX AND INSURE OURSELVES AS WELL IF WE WANTED TO BECOME FREELANCE ARTISTS!

I AM NOW SELF EMPLOYED MAKEUP ARTIST AND ALSO WORKING FROM A SALON WHERE I MEET AMAZING PEOPLE EVERY DAY! I COULDN'T RECOMMEND THE ITEC MAKEUP COURSE AT SHARLEEN COLLINS ACADEMY ENOUGH BECAUSE I DON'T THINK I WOULD BE WHERE I AM TODAY IF IT WASN'T FOR THE TUTORS, EDUCATORS AND SHARLEEN HERSELF THROUGHOUT MY COURSE!"



**JODI
MAY**

"HI! MY NAME IS JODI MAY AND I COMPLETED THE ITEC MAKEUP COURSE IN SHARLEEN COLLINS ACADEMY.

I ALWAYS WANTED TO BE A MAKEUP ARTIST. FROM AN EARLY AGE I LOVED EXPERIMENTING WITH DIFFERENT LOOKS AND SPENT HOURS WATCHING YOUTUBE TUTORIALS FROM SOME OF THE BEST BLOGGERS IN THE BUSINESS. THERE ARE SO MANY COURSES ON OFFER THAT I WAS QUITE OVERWHELMED WHEN IT CAME TO MAKING A DECISION. I PUT IT OFF FOR AWHILE THEN ONE DAY I CAME ACROSS THE SHARLEEN COLLINS ACADEMY AND JUST KNEW THIS WAS THE COURSE FOR ME! WALKING INTO THE STUDIO I GOT THE FEELING OF WHAT BEING A PROFESSIONAL MAKEUP ARTIST FELT LIKE. IT IS SO WELL LAID OUT. THE STUDIOS ARE STUNNING AND ALL WHITE WHICH IS PERFECT FOR PHOTOS! SHARLEEN ALSO HAS LED LIGHTING AND A RING LIGHT WHICH MADE OUR PICTURES DURING CLASS AMAZING! EACH STUDENT HAS THEIR OWN STATION TO SET UP AND WORK FROM. THIS

REALLY HELPS PREPARE YOU FOR THE WORKING WORLD AS IT'S SO IMPORTANT TO BE WELL PREPARED AND HAVE ALL YOUR PRODUCTS READY TO GO. I WAS QUITE NERVOUS STARTING THE CLASS AS I'M A SHY PERSON. I THOUGHT I'D JUST LAY LOW AND BLEND INTO THE BACKGROUND BUT THAT'S IMPOSSIBLE! EACH COURSE ONLY TAKES A LIMITED WHICH MEANS YOU CAN'T HIDE DOWN THE BACK OF THE CLASS! THIS ALSO MEANS THE TUTORS GET TO GO AROUND THE CLASS ON A ONE TO ONE BASIS AS WELL AS TEACHING US AS A GROUP.

ALL STUDENTS PRACTICE ON EACH OTHER WHICH IS A FANTASTIC WAY TO LEARN. CRITICISM IS ALWAYS CONSTRUCTIVE; I NEVER FELT OUT OF MY DEPTH OR INSECURE. SHARLEEN HAS HER STUDENTS BEST INTEREST AT HEART AND TAKES THE TIME TO FIND OUT WHAT DIRECTION YOU WANT TO TAKE ON FINISHING THE COURSE. HER ADVICE IS INVALUABLE AND SHE REALLY GAVE ME THE CONFIDENCE TO GO FOR IT!

I LOVED ALL THE DIFFERENT TUTORS AND EDUCATORS WHO CAME IN TO DO MASTERCLASSES AND TEACH US DURING THE COURSE. THEY REALLY ARE THE BEST IN THE BUSINESS AND ALSO TELL YOU ABOUT THE DO'S AND DONT'S OF THE INDUSTRY AS WELL AS TEACHING US WHICH WAS AMAZING! THEY REALLY GAVE US 110% THROUGHOUT OUR COURSE! WE GOT TO GO OUT TO A MAC AND INGLOT PRO STORE TO LEARN FROM OTHER ARTISTS. NOT ONLY DID MY MAKEUP SKILLS IMPROVE FROM BEING PART OF THE ACADEMY SO DID MY CONFIDENCE.

WHEN I FINISHED MY COURSE, SHARLEEN STILL KEPT IN TOUCH AND IS ALWAYS AVAILABLE TO ANSWER QUESTIONS AND GIVE ADVICE. I WAS ALSO PUT ON THE LIST FOR THE PRO TEAM WHICH MEANS I WAS STILL GIVEN WORK EXPERIENCE OPPORTUNITIES AFTER I FINISHED THE COURSE AS WELL AS DURING MY COURSE! THE OPPORTUNITIES I HAVE HAD SINCE LEAVING INCLUDE WORKING ALONGSIDE PAULA MCGLYN DOING SFX MAKEUP FOR A HALLOWEEN EVENT. I ALSO WORKED DOING MAKEUP FOR THE GIRL CREW APP LAUNCH PARTY. WHEN I GRADUATED FROM SHARLEEN COLLINS ACADEMY I WENT TO WORK IN BROWN THOMAS, BUT I'M NOW FOCUSING ON MY MAKEUP/FASHION BLOG. JOINING THE SHARLEEN COLLINS ACADEMY FAMILY WAS THE BEST DECISION I'VE EVER MADE FOR MY CAREER."



ERIN MANNION

HI! MY NAME IS ERIN MANNION AND I COMPLETED THE ITEC MAKEUP COURSE IN SHARLEEN COLLINS ACADEMY.

BEFORE I STARTED AT SHARLEEN COLLINS ACADEMY, I WAS THE GIRL THAT SPENT 99% OF HER FREE TIME WATCHING YOUTUBE TUTORIALS AND STALKING INSTAGRAM, WISHING I COULD BE LIKE THEM GIRLS! THAT'S WHEN I DECIDED I WANTED TO BECOME A MAKEUP ARTIST.

I HAD DONE A LOT OF RESEARCH ON WHAT COLLEGE I WANTED TO ATTEND AND AFTER SEEING SHARLEEN COLLINS ACADEMY ON INSTAGRAM, IT WAS LIKE A LIGHTBULB MOMENT! THAT'S THE PLACE I WANTED TO BE.

I EMAILED SHARLEEN COLLINS AND GOT A CALL BACK STRAIGHT AWAY! FROM THAT MOMENT ON SHARLEEN COULDN'T HAVE BEEN ANY MORE SUPPORTING AND HELPFUL. A FEW WEEKS AFTER THAT FIRST PHONE CALL, I STARTED IN SHARLEEN COLLINS ACADEMY WITH THE MOST AMAZING BUNCH OF GIRLS!

THE WHOLE EXPERIENCE EXCEEDED MY EXPECTATIONS MASSIVELY. THE ACADEMY ITSELF IS LIKE NOTHING I HAD EVER SEEN BEFORE. IT'S THE MOST PERFECT ENVIRONMENT TO LEARN. BRIGHT, WHITE & CLASSY! THIS WAS BRILLIANT FOR PHOTOS DURING CLASS AS WELL AS OUR PHOTOSHOOTS. EVERYTHING HAS A CLEAN POLISHED "INSTAGRAM LOOK".

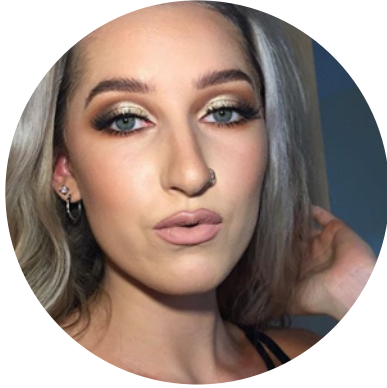
SHARLEEN WAS THERE THE WHOLE TIME THROUGH OUR COURSE MENTORING US AND HELPING US ON ANYTHING WE WERE STRUGGLING WITH, WITHOUT LETTING IT BE KNOWN TO THE REST OF THE CLASS. THE REVIEWS HELPED ME SO MUCH AS I FELT WHEN I MENTIONED SOMETHING I WAS STRUGGLING ON, SHARLEEN MADE SURE I WAS 100% CONFIDENT WITH IT BY THE NEXT REVIEW. I WAS CONSTANTLY PROGRESSING.

THE EDUCATORS AND TUTORS WE HAD WERE SECOND TO NONE. I HAD A BIT OF A FANGIRL MOMENT WHEN I REALISED ROBYN & LAURA WERE GOING TO BE TEACHING AND MENTORING US THROUGHOUT THE COURSE AS I HAVE FOLLOWED THEM BOTH ON INSTAGRAM FOR A LONG TIME AND LOVE THEIR STYLE OF MAKEUP. SHARLEEN REALLY DOES GET THE BEST OF THE BEST IN THE INDUSTRY TO TEACH WHATEVER TOPIC THEY EXCEL AT.

ONE OF MY FAVOURITE PARTS OF THE COURSE WAS THE PROFESSIONAL PHOTOSHOOT! IT WAS AN AMAZING LEARNING EXPERIENCE AS I GOT TO SEE WHAT IT'S REALLY LIKE BEHIND THE SCENES AT A PHOTOSHOOT! IT'S A LOT MORE THAN JUST APPLYING MAKEUP, YOU HAVE TO BE AWARE OF YOUR TIMING, STICK TO THE BRIEF AND WORK WITH PHOTOGRAPHERS AND STYLISTS. THE EXPERIENCE THAT I HAD ON THE PHOTOSHOOT HAS ACTUALLY GIVEN ME A PASSION AND DRIVE TO PURSUE THIS SIDE OF THE MAKEUP INDUSTRY FURTHER!

MY TIME AT SHARLEEN COLLINS ACADEMY FLEW IN & I WISH I COULD GO BACK & DO IT ALL AGAIN!

HONESTLY, IF ANYONE IS CONSIDERING PURSUING THEIR DREAM OF BECOMING A PROFESSIONAL MAKEUP ARTIST I COULD NOT RECOMMEND ANYWHERE ELSE! I PROMISE, YOU WON'T REGRET IT. YOU REALLY DO HAVE A MENTOR FOR LIFE WITH SHARLEEN AND SHE HONESTLY HAS EVERYONE'S BEST INTERESTS AT HEART AND WILL CONTINUE TO GUIDE YOU AND HELP YOU NOT ONLY THROUGHOUT YOUR COURSE BUT AFTER YOU FINISH ALSO!



CLIODHNA GOODRICH

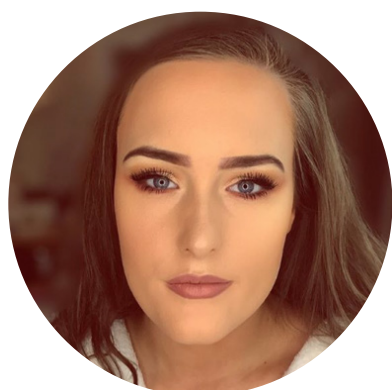
HI! MY NAME IS CLIODHNA GOODRICH AND I AM A CURRENT STUDENT IN SHARLEEN COLLINS ACADEMY STUDYING THE ITEC MAKEUP COURSE.

I AM OVER HALFWAY THROUGH MY COURSE IN THE ACADEMY AND I AM ABSOLUTELY LOVING IT! MAKEUP WAS ALWAYS SOMETHING I HAD THOUGHT ABOUT AND WANTED TO PURSUE BUT NEVER ACTUALLY DID UNTIL I CAME ACROSS THE SHARLEEN COLLINS ACADEMY. ONCE I SEEN THE ACADEMY, I KNEW IMMEDIATELY THAT I HAD TO SIGN UP! I HAVE LEARNT SO MANY NEW SKILLS IN THE TIME I HAVE BEEN HERE ALREADY! SHARLEEN COURSE HAS SO MANY AMAZING TOPICS LIKE BRIDAL, FESTIVAL MAKEUP, GLAM MAKEUP AND EVEN SFX & BODY PAINTING!

WE HAVE DIFFERENT EDUCATORS AND TRAINERS EACH WEEK WHICH REALLY HELPS US TO GET DIFFERENT TIPS & TRICKS FROM TOP ARTISTS IN THE INDUSTRY! IT ALSO HELPS US SEE A LOT OF DIFFERENT STYLES OF DOING MAKEUP AS WELL AS EACH PERSON HAS THEIR OWN WAY OF DOING SOMETHING SO IT'S REALLY GOOD TO PRACTICE DIFFERENT TECHNIQUES AND SEE WHICH ONE SUITS ME BEST!

WE ALSO HAVE HAD MASTERCLASSES IN TOP BRANDS LIKE MAC & INGLOT WHICH WAS AMAZING! WE ALSO GOT A STUDENT DISCOUNT CARDS FOR THESE BRANDS WHICH IS SO HELPFUL WHEN WERE BUILDING OUR KITS! ALL THE GIRLS IN MY COURSE ARE SO NICE AND THE TUTORS AND EDUCATORS REALLY GO OUT OF THEIR WAY TO HELP AND SUPPORT US ALL THROUGH THE COURSE!

I KNOW I HAVE MADE THE RIGHT DECISION IN SIGNING UP TO THE SHARLEEN COLLINS ACADEMY. I REALLY COULDN'T RECOMMEND THE ACADEMY ENOUGH TO ANYONE WHO IS THINKING ABOUT STUDYING MAKEUP AND BUILDING A CAREER OUT OF IT! I HONESTLY CAN'T WAIT TO GRADUATE AND SEE WHERE THIS TAKES ME IN THE FUTURE!



**ANDREA
COYLE**

HI! MY NAME IS ANDREA COYLE AND I AM A CURRENT STUDENT IN SHARLEEN COLLINS ACADEMY STUDYING THE ITEC MAKEUP COURSE.

I STARTED SHARLEEN COLLINS ACADEMY IN FEBRUARY 2018 AFTER A RECENT CHANGE IN MY LIFE. IT STARTED WHEN I HAD EMAILED THE ACADEMY ENQUIRING ABOUT THE COURSES THEY PROVIDED. SHARLEEN THEN RANG ME STRAIGHT AWAY TELLING MY ALL THE AMAZING THINGS THE ACADEMY HAS TO OFFER AND I WAS SO EAGER TO START!

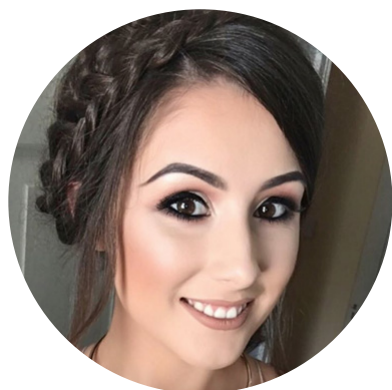
FROM DAY ONE SHARLEEN HAS BEEN SO NICE AND HELPFUL, AND IS ALWAYS ONLY A PHONE CALL AWAY! WE STARTED THE COURSE BY LEARNING ALL THE BASICS SUCH AS COLOUR MATCHING FOUNDATIONS, HOW TO APPLY MASCARA WITHOUT GETTING IT EVERYWHERE AND THE DREADED WING LINER! FROM THEN, STEP BY STEP, I BEGAN TO BUILD MY SKILLS INTO FINALLY BEING ABLE TO DO A FULL LOOK THAT DIDN'T TAKE 3 HOURS TO COMPLETE! THIS TOOK A LOT OF PRACTISE AND DEDICATION TO MAKING SURE IT WAS PERFECT! FROM THERE, WE THEN CONTINUED TO FOCUS ON ALL THE FUNDAMENTAL LOOKS YOU NEED TO KNOW IN ORDER TO BECOME A MAKEUP ARTIST INCLUDING NATURAL & GLAM LOOKS, BRIDAL, FESTIVAL, VINTAGE, KIM KARDASHIAN INSPIRED, KYLIE JENNER INSPIRED, BODY PAINTING AND SPECIAL EFFECTS MAKEUP.

EACH WEEK WE WERE HELPED ALONG THROUGH THE MODULES WITH SHARLEEN AND HER AMAZING TEAM OF MAKEUP ARTISTS, EDUCATORS AND TUTORS IN PREPARATION FOR OUR EXAM! WE THEN HAD OUR PRE ASSESSMENTS AND THEN A FEW WEEKS LATER A MOCK EXAM. THIS WAS SO HELPFUL FOR US ALL IN PREPARATION OF THE REAL ITEC EXAMINATION. IT REALLY GAVE US AN INSIGHT ON WHAT TO EXPECT AND ALSO GAVE US THE OPPORTUNITY TO SEE OUR STRENGTHS AND WEAKNESSES AND FIX WHERE WE WENT WRONG AND PRACTICE AND STUDY MORE EFFICIENTLY.

DURING OUR COURSE EACH MONTH WE HAD A ONE ON ONE REVIEW WITH SHARLEEN UPSTAIRS IN THE BOARDROOM. THE ONE TO ONE HELP WITH SHARLEEN REALLY ENABLES YOU TO FOCUS ON YOUR WEAKNESSES AND BUILD ON YOUR STRENGTHS. THIS IS TOTALLY CONFIDENTIAL TOO SO THIS WAS A BIG RELIEF!

I AM NOW ALMOST FINISHED MY COURSE IN SHARLEEN COLLINS ACADEMY AND TO SAY I WILL MISS IT IS AN UNDERSTATEMENT! THE FRIENDS I HAVE MET, THE AMOUNT OF OPPORTUNITIES AND LIFE EXPERIENCES I HAVE RECEIVED SO FAR SUCH AS ONE TO ONE INGLOT WORKSHOPS, MAC MASTERCLASSES, AN OPPORTUNITY TO WORK AT THE BEAUTY SHOW IN THE RDS THIS YEAR AND MY OWN PHOTO-SHOOT WITH NOT ANOTHER AGENCY, I WILL NEVER FORGET.

I AM JUST WEEKS AWAY FROM FINISHING AND I HAVE ALREADY BEEN OFFERED JOB OPPORTUNITIES THANKS TO THE HARD WORK AND AMAZING TRAINING I HAVE RECEIVED AT SHARLEEN COLLINS ACADEMY. THIS IS AN EXCITING START TO A NEW LIFE FOR ME AND IT'S ALL THANKS TO THIS COURSE!



**MEGAN
GALLAGHER**

I ABSOLUTELY LOVED THIS COURSE FROM BEGINNING TO END. I TRAVELLED FROM DONEGAL TO DUBLIN AND BACK EVERY SUNDAY WHILE WORKING FULL TIME AND IT WAS MORE THAN WORTH IT. SHARLEEN HERSELF IS A WONDERFUL TUTOR, AS ARE EACH OF THE LOVELY LADIES SHE HAS WORKING ALONGSIDE HER. I HONESTLY COULD NOT RECOMMEND THIS COURSE TO ANYONE, I ENJOYED EVERY SECOND OF IT. I'M SAD TO BE FINISHED, BUT DELIGHTED TO BE QUALIFIED.



**AOIFE
WALSHE**

I CAN'T THANK SHARLEEN ENOUGH FOR RUNNING AN AMAZING COURSE. I STILL CAN'T BELIEVE THAT'S IT ALL OVER NOW. THE COURSE WAS RUN SO EFFICIENTLY WITH SO MANY AMAZING TUTORS, REALLY GIVING YOU THE BEST OF ALL. SHARLEEN WAS FANTASTIC AND SO UNDERSTANDING OF WORKING SITUATIONS WHICH MADE LIFE THAT LITTLE BIT LESS STRESSFUL. SHE WAS ABSOLUTELY AMAZING AND I WOULD RECOMMEND THIS COURSE TO ANYONE WANTING TO WORK IN THE MAKE UP INDUSTRY, OR LIKE MYSELF DOING IT FOR ME. XX



**SIOBHAN
PERRIN-MADDEN**

SHARLEEN HAS BEEN A FANTASTIC TEACHER. I AM JUST FINISHING UP A 3 MONTH COURSE WHERE MY MAKE UP APPLICATION HAS COME ON LEAPS AND BOUNDS. SHARLEEN'S DIRECT APPROACH HAS HELPED ME SO MUCH. THE CLASS IS FUN YET YOU LEARN EVERYTHING YOU NEED TO KNOW. WHEN I WAS STRUGGLING WITH ANYTHING SHE WOULD ENSURE I GOT A WORKSHOP OR LOADS OF PRACTICE IN THAT AREA. I WAS INITIALLY ONLY DOING THE COURSE TO IMPROVE MY OWN MAKE UP APPLICATION BUT I HAVE BECOME SO GOOD I NOW WANT A CAREER IN MAKE UP. THANKS SHARLEEN! X



**STACY
GEHAN**

LITERALLY JUST FINISHED THE 12 WEEK COURSE... WHAT AN AMAZING EXPERIENCE. I ENJOYED EVERY ASPECT OF THE COURSE. THE TUTORS ARE SO KNOWLEDGEABLE AND THE CONTENT IS SO RELEVANT. I AM SO GLAD I CHOSE SHARLEEN'S ACADEMY TO TRAIN...GREAT TRAINING AND AMAZING ATMOSPHERE.



**ELLIE
MUNTEAN**

I AM JUST FINISHED UP A 3 MONTH COURSE AND I HAVE TO SAY I LOVED EVERY MINUTE OF IT, SHARLEEN HAS BEEN A FANTASTIC TEACHER. SHE HELPED ME SO MUCH WHEN I WAS STRUGGLING WITH EVERYTHING. SUCH A KIND PERSON AND HELPFUL. I WOULD RECOMMEND HER COURSE TO ALL MY FRIENDS. THANK YOU SO MUCH FOR ALL YOUR HELP AND SUPPORT. XX

" I FINISHED UP MY COURSE LAST MARCH AND HAVE BEEN FREELANCING EVER SINCE. I STARTED TO BUILD A REALLY GOOD REPUTATION WITHIN MY LOCAL COMMUNITY FROM MY CLIENTS SHARING MY WORK ON SOCIAL MEDIA. I MOSTLY DO GLAM MAKEUP - CUT CREASES, SPOTLIGHT EYES ETC. A GIRL HEARD OF ME THROUGH ONE OF MY CLIENTS AND CONTACTED ME TO SEE IF I WOULD BE AVAILABLE TO DO HER WEDDING MAKEUP AS SHE HAD BEEN LET DOWN BY ANOTHER GIRL. I FELT REALLY NERVOUS ABOUT THIS AS I HADN'T PRACTISED WEDDING MAKEUP MUCH SINCE GRADUATING AS I WAS SO BUSY WITH MY FREELANCE WORK. I CONTACTED SHARLEEN AND SHE TOLD ME TO COME BACK & SIT IN ON A FEW BRIDAL CLASSES. I SAT IN ON THREE CLASSES BEFORE THE WEDDING MAKEUP TRIAL AND AFTER I DID THE TRIAL SHE BOOKED ME STRAIGHT AWAY! I WAS DELIGHTED! I SAT IN ON TWO MORE CLASSES BEFORE THE ACTUAL WEDDING JUST FOR MY OWN PIECE OF MIND AS I WANTED TO GET IN AS MUCH PRACTISE AS I COULD. I WAS SO MUCH MORE CONFIDENT DOING THE MAKEUP BECAUSE OF THIS! I HONESTLY THINK THAT IF THE OPEN DOOR POLICY WASN'T AVAILABLE TO ME I WOULDN'T HAVE TAKEN THE JOB JUST DUE TO MY OWN SELF CONFIDENCE FROM NOT PRACTISING IT ENOUGH BUT SHARLEEN REALLY HELPED ME AND MADE SURE I HAD THE SKILLS AND CONFIDENCE TO COMPLETE THE WEDDING PARTY. I HAVE SINCE BEEN BOOKED FOR THREE MORE WEDDINGS THIS YEAR AND I COULDN'T BE HAPPIER!"

- LAURA LYNCH

"I HAD HEARD ABOUT THE OPEN DOOR POLICY WHILE I WAS DOING MY COURSE. I DIDN'T THINK MUCH OF IT AT THE TIME AND WHEN I GRADUATED I GOT A JOB AS A MAKEUP ARTIST IN A SALON SO I WAS DOING MAKEUP EVERY DAY AND GETTING BETTER THE LONGER I WAS THERE. WHEN THE SUMMER CAME LAST YEAR MY FRIENDS ASKED ME IF I COULD DO SOME OF THEIR MAKEUP FOR FESTIVALS AND CONCERTS. THIS SORT OF MAKEUP ISN'T WHAT I WOULD USUALLY DO IN WORK SO I WASN'T AMAZING AT IT. I RANG SHARLEEN AND ASKED HER WOULD IT BE OKAY IF I SAT IN ON A FESTIVAL CLASS BEFOREHAND JUST TO BRUSH UP ON IT A LITTLE BIT. THE ACADEMY SENT ME THE DATES OF ALL THE FESTIVAL CLASSES THAT WERE COMING UP AND I ACTUALLY DECIDED TO SIT IN ON THREE INSTEAD OF ONE BECAUSE THEY ALL FELL ON MY DAYS OFF AND I REALLY WANTED TO MAKE THE MOST OF IT! THIS WAS ABSOLUTELY BRILLIANT BECAUSE I ACTUALLY LEARNED MORE NEW TRENDS THAT WERE COMING UP FOR THIS SEASON THAT WEREN'T OUT LAST SEASON SO NOT ONLY WAS I GETTING TO PRACTICE WHAT I ALREADY KNEW, I ALSO LEARNED SO MUCH MORE! I STARTED TO GET A LOT MORE FREELANCE WORK BECAUSE I WAS GETTING TO SHARE MY FRIENDS MAKEUP ON INSTAGRAM AND SHOW WHAT I COULD DO! THIS ACTUALLY LED TO PEOPLE ALSO RINGING THE SALON AND REQUESTING ME TO DO THEIR FESTIVAL MAKEUP SO I WAS COMPLETELY OVER THE MOON WITH THIS AS WELL!"

- SIOBHAN KELLY



WOULD YOU LIKE TO VISIT OUR ACADEMY?

ARRANGE AN APPOINTMENT WITH OUR AMAZING TEAM TO HAVE A TOUR OF OUR ACADEMY! OUR TEAM WILL BE HERE TO GREET YOU WHEN YOU COME IN AND GIVE YOU A TOUR OF OUR ACADEMY INCLUDING OUR STUDIOS & WHERE OUR CLASSES ARE HELD! DURING YOUR TOUR, OUR STUDENT ADVISORS CAN TELL YOU ALL ABOUT OUR COURSES HERE AT THE ACADEMY AND WHAT WE CAN DO TO HELP YOU START YOUR DREAM CAREER AS A MAKEUP ARTIST!

THEY WILL EXPLAIN ALL ELEMENTS OF OUR COURSES, INCLUDING PRACTICAL AND THEORY CLASSES TO HELP GIVE YOU A BETTER UNDERSTANDING TO SEE IF THIS COURSE IS THE RIGHT FIT FOR YOU! YOU CAN SIT IN ON ONE OF OUR CLASSES FREE OF CHARGE TO SEE EXACTLY WHAT IT'S LIKE TO BE A STUDENT OF SHARLEEN COLLINS ACADEMY!

TALK TO OUR CURRENT STUDENTS ABOUT THEIR EXPERIENCE SO FAR AND WHERE THEY ARE HOPING TO GAIN EMPLOYMENT ONCE THEY GRADUATE! OUR AMAZING TRAINERS AND EDUCATORS WILL ALSO BE HERE TO ADVISE YOU ON THE DIFFERENT OPPORTUNITIES AVAILABLE TO YOU IN THE INDUSTRY, ALONG WITH THEIR OWN EXPERIENCES AND HOW THEY HAVE GOT TO WHERE THEY ARE TODAY!

IF YOU ARE INTERESTED IN ARRANGING A TOUR OF SHARLEEN COLLINS ACADEMY, FOR A TIME THAT SUITS YOU, PLEASE FEEL FREE TO CONTACT US ON:

SHARLEENCOLLINSACADEMY@GMAIL.COM

OR IF YOU HAVE DECIDED MAKEUP ARTISTRY IS THE DREAM CAREER FOR YOU AND YOU WOULD LIKE TO SIGN UP TO ONE OF OUR AMAZING COURSES, CALL THE ACADEMY TEAM ON [019103254](tel:019103254).

