



LAURA PORTOMEO

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Currently living in Milan, working Worldwide

PROFILE

(Her) Neapolitan origins contributed to implement both striking curiosity and adaptability. From the teenage years, education and work experience went hand in hand, allowing for an early parting from familiar comforts and personal growth into an independent woman, focused and unaffected by other's ambitions. Moreover they fueled a strong sense of autonomy and tenacity, enabling, both on the job and on a personal level, the development of great problem solving skills, ability to easily work within a team and furthermore solid leadership skills, as proven by the evolution of Tentazionemakeup.it - today an extensive network, composed of seven portals, a blog and a magazine, which is one of the leading in the fields of beauty and makeup. Frequent travels, events, presentations and project development, promoted her transformation into a versatile and multifaceted persona, inclined to communication and keen to influence a vast and diverse public. Her career is now mostly focused around makeup, a passion that extensive studies and prominent experiences turned into professional fulfilment as beauty consultant and freelance makeup artist, and on Lace Beauty, her own cosmetic brand.

SKILL

Communication, problem solving, leadership, team building, web lover, fast learning, patience, organization, versatility.

COMPUTER SKILL

Office Suite, Adobe Suite, Mac OSX.

TECHNICAL SKILL

Seo, digital pr, press office, blogging, web writing, social media

TECHNICAL SKILL

italian: native
english: average

EXPERTISE (the most relevant)

Since 2007

Professional web writer freelance (SEO oriented) for printed magazine, agencies, beauty e-commerce, magazine online, like: Napoli.com, Bloggo.it, AllaVioletta, Love Nails, Voilà, ProfumeriaWeb, Vittoria Profumi, Style.it, YourBrandCamp, Douglas, Fitness&Sport, Atopway, Bella Magazine, MoodySkin and more.

Since 2010

Founder and editor of Le Tentazioni Network

Since 2010

Social Media Strategist for Beauty Brands (The Make Up Artist School, Uninail, Activa, Tentazione Make Up, Lace Beauty, Esteteam, Ishi and more)

Since 2012

Make Up Artist for fashion and beauty industries. I worked for Milano Fashion Week, Venice Film Festival, Cannes Film Festival, Alta Roma, Ischia Global Festival, and brand like Martino Midali, Valentino Garavani, Revlon, Iceberg, Gianni Carità, Kemira Gioielli, Angela Solla, Roberta Bacarelli, Canale 9, Coin, Cannella, Fendi, Curiel, and more.

Since 2012

Beauty Consultant Freelance (for cosmetic lines, limited edition, make up product management, beauty e-commerce)

2012-2015 for three times (six months)

Consultant for The Make Up Artist School (projects, courses, affiliation, events, social media, press releases, public relations).

Since 2014

Make Up Trainer for Academy, Hair Stylist, Estheticians (like CIOFS-FP, Scienza Cosmetica, and others).

Since 2020

Founder of skincare brand Lace Beauty

Since 2023

Founder of FMUA (online academy for make up artist)

EDUCATION (the most relevant)

Copy, SEO, SMM, Com&Mktg

Many courses, webinar, masterclass from SeoZoom, Giorgio Tave, Studio Samo, Ninja Marketing, Artlandis and more

Make up, Hair Style, Nails

2012 - The Make Up Artist School by Monica Robustelli - Make Up Artist
2013 - Nuovi Paradigmi by Simone Belli - Fashion and Celebrities Make Up
2015 - Pencil Technique by Regina Azizova
2016 - Maestrimkupstudio di Letizia Maestri - Fashion Make Up and Hair
And various masterclass with Mac, Make Up For Ever, and more.

Skincare and cosmetology

2012 - Activa Esthetician
Beauty Consultant courses with Douglas, La Prairie, Estee Lauder, Shiseido, Rivoli Geneve, Guerlain Fragranze, and more.
2018 - Professional Skincare and 2OneZero method with Daniela Arrigoni
2021-2024 - Scienza Cosmetica (Cosmetic Formulation, Skin Analysis, Regulatory)
2021-2024 - Various Masterclass from Job on Beauty, Polo della cosmesi
2023 - Cosmetista from University of Ferrara