



# Crystal Ochemba-Powell

*Licensed Esthetician & Laser Practitioner | Speaker | Educator |  
Published Writer | Beauty Business Coach | Brow & Makeup  
Artist*

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## **About Your Speaker:**

Crystal Ochemba-Powell is an experienced Licensed Esthetician, Makeup Artist, Educator and Beauty Business Coach with a combined 10 years of experience in both Business Marketing and the Beauty Industry. In addition to her Esthetics License, she holds Bachelors and Masters degrees in Advertising & Marketing. During her career, she has used her knowledge and experience to successfully build her own beauty business as well as the beauty businesses of other creative entrepreneurs including barbers, cosmetologists, estheticians, etc.

When she is not servicing her own clients, she enjoys training and coaching other beauty professionals on how to use proven marketing techniques to increase customer acquisition and conversions. She feels that her biggest asset is her ability to intersect her passion for both Marketing and Beauty with her signature training courses.

## **Topics & Signature Workshops**

\*\*\*All Topics and Workshops are customizable and will be tailored for your needs\*\*\*

\*\*\*Custom Topics are available\*\*\*

\*\*\*All Workshops include an exclusive LIVE Coaching Q&A Session\*\*\*

- Client Retention: How to Make Your Client Come Back for More!
- Killing it in Retail: Strategies to Sell More Retail
- Treatment Menu Building, Pricing & Packaging
- Client Building Strategies
- Social Media Marketing for Beauty Business Professionals
- Going Solo After Beauty School
- Defining Your Profitable Niche

## Notable Events & Speaking Engagements:



- International Beauty Show (IBS) - 2022
- International Esthetics Cosmetics & Spa Conference (IECSC) - 2021-2022
- Professional Beauty Association (PBA) - 2020-2022
- Associated Skincare Professionals (ASCP) - 2020-2022

## Featured Publications

Skin Deep Magazine (Featured Contributor)





\*\*\*click on images to view articles\*\*\*

## Reviews & Testimonials

### What's All the Chatter?!



★★★★★

I wanted to thank you for sharing your knowledge! My confidence has boosted to further my expectations in my field of an Esthetician. I appreciate your time and look forward in taking more of your cla... [Read More ...](#)

 **Babe Soto**  
@Babe Soto • 4 months ago 



★★★★★

I'm so happy I had the opportunity to join a coaching call with Crystal. She was very helpful and knowledgeable. Crystal was straight to the point and also took time to answer any questions we had. I ... [Read More ...](#)

 **Nicole Paz**  
@Nicole Paz • 4 months ago 



★★★★★

Great idea and opportunity to shed some light and sprinkle her(Crystal) expertise. I can tell she is passionate and invested in seeing as many beauty professionals succeed/WIN. I look forward to learn ... [Read More ...](#)

 **Kameeka Williams (The Re...**  
@Kameeka Williams (The ... • 4 month... 



★★★★★

Crystal was amazing and the info was very helpful. I appreciate the fact that she is willing to mentor total strangers especially when people in your community won't step out to be a listening ear.

 **Schemya Andrews**  
@Schemya Andrews • 4 months ago 



★★★★★

Crystal's class was so informative in such a short period of time!!! I really enjoyed and look forward to future classes !

 **Kayla Merritt**  
@Kayla Merritt • 4 months ago 

★★★★★

Crystal was amazing!! She was very informative and made the class such a fun environment to be in. I truly enjoyed the class and will be letting all my esthetician friends know who to go to!

 **Austin Nelson**  
@Austin Nelson • 5 months ago 

For rates and booking information, please contact me directly. I look forward to working with you!

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*Crystal Ochemba-Powell*