

# **Crystal Ochemba-Powell**

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

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https://www.facebook.com/CrvstalNgoziCoaching/



https://www.instagram.com/crvstalngozicoaching/

### **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:**









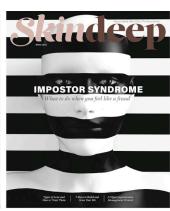
- International Beauty Show (IBS) 2022
- International Esthetics Cosmetics & Spa Conference (IECSC) 2021-2022
- Professional Beauty Association (PBA) 2020-2022
- Associated Skincare Professionals (ASCP) 2020-2022

### **Featured Publications**

Skin Deep Magazine (Featured Contributor)



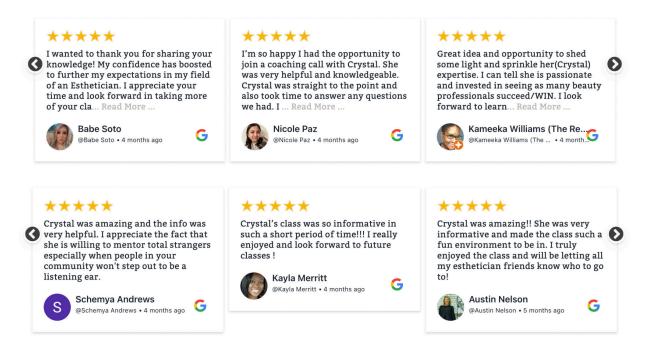




\*\*\*click on images to view articles\*\*\*

### **Reviews & Testimonials**

#### What's All the Chatter?!



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

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