



Interview: Alexandra Hoyer

IM DIALOG MIT

Marta Arakelova

Make-up-Artist

"Beauty is in the eye of the beholder."



Hello Marta, you are a Make-up-Artist right now - please tell us your story of becoming an entrepreneur.

I am a qualified legal assistant. From 2016 to 2018 I was working part-time at MAC Cosmetics in Regensburg alongside my job and deepening my passion. In 2019 I decided to start a small business and still work at my main occupation. After approximately half a year, I decided to invest more time into my own business and reduced the working hours from my main job. I pursue the dream of turning my hobby into a profession.

Did you have any fear of starting your own business at that time?

I was initially concerned that demand would not grow. However, my urge to make a career change was bigger. I rented a business space on the outskirts of the city that I can use at certain time slots. Through word of mouth I found my current business partner who was, as a hairstylist, interested in collaborating. From then on, my business really took off. Since my business partner already had a higher degree of awareness, we were able to get large orders as a team. This included, for example, the styling and makeup of a ten-person promotion team that was hired for the Bambi award.

Name three words that best describe you.

Creative, open, ambitious.

What is your special service and target group?

I offer individual make-up, depending on the type of order such as bridal, evening, everyday life or fashion. I also work closely with photographers. The photos shoots involve women but also men and children.

What is the most interesting part of your job?

You get to know different personalities who have individual wishes and requirements that challenge you personally. Not every makeup is suitable for every occasion. Especially for photo shoots, you can apply a little more because the light blurs the make-up.

What is the most challenging part of your job?

The make-up work is my personal handwriting, with which I must stand out. To me, clear communication and complete customer satisfaction are most important - in the industry one would speak of zero-defects principle. The orders are sometimes seasonal, which can be problematic if you are self-employed.

What strategies do you see as a key for developing your own visions?

With word of mouth and social media, such as Instagram and Facebook. This is an optimal tool to show your work and get feedback. The reach is constantly growing.

Do you plan or consider trying something new?

In the future I plan to offer cosmetic treatments, microblending and hairstyling. For this I need some further training, which I will start soon.

What advice would you give other students for establishing their visions?

I would advise to overcome yourself, not to be tied up by fear and to start small. Listen to your feeling and believe in yourself. We should risk a lot more instead of weighing up the security options. After all, no one is born a master. Work on your vision.



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#Bridge!t gives people the chance to meet intrapreneur and entrepreneurs, to hear their stories and have them as inspiration.

#Bridge!t stands for gender equality and diversity - we connect students with entrepreneurs, intrapreneurs, network and support each other - **like a bridge** - and it is very important to us to increase the proportion of women in the start-up scene.

We help you to network with like-minded people. We are happy to publishing an interview of you.