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# Tricia Rivas

## Owner of Trixies Salon

6209 SE 14th Street  
Des Moines, IA 50320  
515-287-4220  
[tricia@trixiessalon.com](mailto:tricia@trixiessalon.com)

### EDUCATION AND CERTIFICATIONS

LaJames Beauty School 1997

\*Licensed Cosmetologist

Aveda Career College 2000

\*chosen from 1000 applicants to be certified as a Aveda hair color specialist

Aveda Inspired Coaching 2014

### EXPERIENCE

#### ***Salon Vesta and Day Spa***

*Cosmetologist and Hair Chemical Specialist 1997-2007*

\*provided hair, makeup, and skincare services for guests

\*educated, sold, and promoted Aveda products

\*provided customer service for guests at front desk: including answering phones, greeting customers, opening/closing drawer

\*haircolor educator

#### ***TIGI CAT TEAM MEMBER***

*Makeup Educator 2007-2008*

\*traveled Iowa territory teaching cosmetologists the BedHead makeup

\*taught product knowledge and techniques

#### ***TRIXIES SALON***

*Owner 2007-present*

\*mentor and educate new staff

\*strategic planning each year to see salon and employee growth

\*design marketing and advertising campaign

\*weekly and monthly one on one team building meetings

## **DREAM CATCHERS FOUNDATION INC.**

*Founder* 2014-present

- \*non-profit providing complimentary salon services to chronically and terminally ill men, women, and children
- \*provide complimentary services to our Veterans, women's shelters, homeless, and the YESS foundation
- \*worked with Drake Law to set up our non-profit. Created a nonprofit board, by-laws, and implemented strategic planning

## **SKILLS**

- \*Non profit knowledge and organization
- \*Seminar speaking
- \*Social networking
- \*Runway and photoshoot organizing
- \*Event planning
- \*Marketing
- \*Social media marketing
- \*Management
- \*Mentoring and educating new stylists

## **PROFESSIONAL INVOLVEMENT AND ACHIEVEMENTS**

- \*Des Moines East + South Chamber of Commerce Entrepreneurial Spirit Award
- \*Salon Today Top 200 Salon in the USA in category of Philanthropy
- \*Salon Today award for marketing, mission statement, and advertising
- \*501(c) of the Year for Dream Catchers Foundation Inc
- \*Business of the year Nominee from Des Moines East + South Chamber
- \*Co-Founder of Aveda Walk of Inspiration raising awareness of Breast Cancer
- \*Iowa Coordinator for Postpartum Support International
- \*Founder of Monica's Meals women's ministry at Christ the King Church
- \*President of East + South Des Moines Chamber
- \*Water Warriors Aveda 2010-present
- \*Hospice Volunteer
- \*Dress For Success Pop Up Sale volunteer

