

ALICIA SANDERS



www.fineandfabulous.com

BIO

As an experienced event planner, I simply love bringing ideas to life. From fashion and beauty events to fundraisers to independent film screenings to women's retreats, I enjoy working behind the scenes and helping clients to realize their vision.

As a Licensed Esthetician, I'm currently working with Solay Wellness as the product company's Aesthetician, performing in-store promotions, mini-facials with Whole Foods where the line is currently being sold, along with online promotion and publicity projects. www.solaywellness.com

I've also launched *Next Generation Teen Skincare Workshop Series*, a life-enhancing workshop to teach teens about skincare, healthy choices and sun protection to combat sun damage and skin cancers.

"The options are endless, the choice is yours!"

Over the years, I've worked with cosmetics and fragrance companies as a freelance promotional assistant, buying markets at the Chicago Apparel Center, fundraising and awareness efforts, provide grant and proposal writing and press kits for independent artists and startup businesses. I had the opportunity to work with the Delta Sigma Theta Sorority, Lake County Chapter - Performed Beauty Clinics and "It's My Turn" Women's Retreats with keynote speakers Susan L. Taylor and Dr. Gwendolyn Golsby of Essence Magazine fame, hosted by Dr. Jeanne Cotton.

Today's marketing trend is cross promotion, it's an ideal way to co-op costs, reach your target, brand build and establish goodwill!

"It's not the steak but the sizzle!"

EVENT PLANNER

Beauty and Fashion Events
Spa Parties
Fundraisers
Membership Drives
Youth Program Development
Film Screenings
Music Listening Parties
Publicity

We simply dazzle the senses!

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YOUTH PROGRAM DEVELOPMENT

After School Programs Written and Executed

Another one of my passions and a concern is youth program development and mentoring. I've had the pleasure of working with After School Matters, Inc. as a program instructor teaching Digital Filmmaking [Public Service Announcements] and Event Management [Bud Billiken Parade Float Design] with at-risk teens.

www.afterschoolmatters.org

I also served as a Youth Program Facilitator with the College of Lake County - Saturday Youth Institute with former Dean Eleanor Murkey (Waukegan Campus) providing entrepreneurship and heritage programs. *Currently...*

Giving Back +

Arts and Empowerment Circle

art + empowerment = success

www.artsempowerment.org

Attended Columbia College - Studied Journalism and Mass Communications