

Makeup Artist on Instagram

Story by: Jordyn Laudanno

Instagram is an app dedicated to sharing one's life and interest through photos and videos. The diverse platform attracts aspiring makeup artists to inspire others through creative looks and video tutorials. Students at MSD have embraced the technology advancements made in spreading artistic talents through social media.

Senior Julie Piedra created her own "MUA," or makeup artist, Instagram account. After seeing what she can do with just a couple of blending brushes and receiving suggestions from those that have noticed her talent, Piedra was motivated to make her own archive of makeup looks.

"I was in seventh grade when I started, I started off really bad but I just kept practicing and I found a love for it. Then I just started doing people's makeup and they said I should make an account so I did," Piedra said.

Makeup tutorials are one of the most common things to scroll past while scouring social media. Professional makeup artists, such as have huge followings on Instagram with millions of people waiting for their next post of what products they are wearing. They are known to post videos or pictures of swatches, product recommendations, and tutorials on specific looks.

Piedra's account took off when she was a freshman, and has been posting on it ever since. With pictures such as homecoming and senior picture makeup looks done by Piedra, the account lists her contact information for any special occasion.

"I watch a lot of YouTube so I was inspired by that, but I am not really a video person, I like pictures better. So I decided to express it [makeup] that way," Piedra said.

Being a makeup artist on social media platforms such as Instagram, it is very easy to be found with a simple search. However, it is easy to be overwhelmed by the thousands of makeup hacks and tutorial Instagram accounts, showing different techniques to apply makeup, hence the huge "fan-base" of makeup junkies.

"I do want it to grow, but it's more for fun. In the beginning I was just doing my own makeup but now people are seeing it and contacting me to do their prom, homecoming, and wedding makeup," Piedra said.

"I love it, I do it when I get home, I do it when I am bored," Piedra said.

The Instagram account @Makeupbyjuliemarie_ has around 150 followers and can be found straight through the explore page on Instagram's app. Makeup has no limits and can be done in any way a person pleases, so Piedra finds it as a great outlet for creativity.