

Aim Artists

Erica Davidson

Make Up



“Along with a great sense of style, and highly skilled in her art, Erica’s talents on set run deep. She’s conceptually smart, involved with every shot, and possesses a sharp awareness of the flow of the shoot day. Not only do the actors look gorgeous, the producers, directors, and clients are smiling.” Brent Thomas, director, Green Dot Films.

Born and raised in Santa Monica, California, Erica’s passion for makeup ignited her imagination when she was fifteen. Realizing that a wider understanding of the business would be useful she pursued a dual track education by acquiring makeup skills while she pursued an academic career. Her resume now includes a BA degree in Broadcasting from the University of the Pacific, and three years experience in commercial production. As a result she has an intuitive grasp of the relationship between the client, agency, producer, and director/photographer that informs her work style. In short, she gets it.

Erica specializes in Beauty makeup. Her work includes commercials, music videos, television, print, and fashion. She’s inventive, clever, and the consummate professional.

Erica has been represented by Aim Artists since 2008.