

Laura Dale

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Executive Summary

Global Educator, Product Marketing Strategist, Beauty Expert, and licensed Cosmetologist with 20+ years of experience in professional hair care. I excel in driving revenue and brand growth by leading the development of world-class education strategies, creating impactful stylist training, building high-performing education teams, and ensuring consistent brand messaging. My expertise includes designing comprehensive training programs, developing innovative selling tools, and executing live and digital events that inspire stylists and elevate brand presence globally.

Digital Training | Product Knowledge | Education Design | Content Creation | Salon Distribution | Direct Sales | Product Development | Product Positioning | Product Marketing | Trade Marketing | Copywriting | Scriptwriting | Retailer Education Presentation Design & Facilitation | Training the Trainer Programs | Spokesperson & On-Camera Public Speaking

Professional Experience

Maesa- Kristin Ess Hair

Education Manager 2023- Current

- Developed and directed all global stylist education strategies, training programs, and assets, ensuring consistent delivery of brand objectives for Kristin Ess stylists and retail partners across the U.S. and Canada.
- Led the design and implementation of training for all stylist and retailer education programs and events, including the Kristin Ess Stylist Team, Ulta, Amazon, Target, Hy-Vee.
- Directed and oversaw the creation of global education materials, including step-by-step visuals, product info sheets, how-to videos, guides, and infographics used across retailer websites, social platforms, and brand channels.
- Managed and led the Glamsquad partnership, designing and delivering annual training programs and hands-on education for 600+ stylists exclusively using Kristin Ess Hair products and hot tools.
- Conceptualized and created a personalized hair quiz, enabling customers to match hair tools to their hair type and create their desired look for Kristinesshair.com and Target.com.
- Spearheaded and executed the Kristin Ess Hair Female Stylist Scholarship initiative in collaboration with Beauty Changes Lives, driving partnership creation, program development, and recipient selection to promote diversity and mentorship in the beauty industry.

Freelance

Education & Product Marketing Consultant 2020- Current

- Created content for key projects for Farmasi, including product roadmap, product information sheets, marketing, sales presentations, website copy, influencer scripts, and social media.
- Conceptualized and created product menus and brand guides for a salon brand and directed 15 product knowledge videos to educate consumers on product use.
- Analyzed competitor data for Sugarbear Hair to conceptualize, create, and lead the implementation of compelling marketing content and storytelling.
- Planned and executed all processes and marketing activities for VIC Beauty for the 2021 launch, including hair, skin, cosmetics, packaging text, and design, website copy, and all marketing materials and product info.
- Created brand architecture, product assortment, benchmarks, packaging text, website copy, product names, and product positioning for three new hair care categories for Lemongrass Spa.
- Developed and executed perception testing strategy to highlight product performance for Lemongrass Spa products.
- Hair Expert Panel Member at Stylecraze, contributing professional insights and stylist quotes on hair care and styling articles.
- On-camera Hair Expert for Capillus Laser Hair Growth, starring in and scripting three produced videos discussing hair loss causes and the benefits of red-light therapy used across brand channels.

MONAT Global

Global Director of Product Education 2017-2020

- Owned Strategic direction and creation of all training materials, educational programs, digital learning platforms, product marketing, positioning, website product content, and video and social media training series.
- Ensured product information is consistent, accurate, meets brand guidelines across all training, marketing, videos, digital, printed pieces, social platforms, presentations, events, and trade shows for 200k independent distributors.
- Partnered with Creative, Video, and Social Media teams for concept, creation, and launch 60+ how to use video ensuring correct product usage globally.
- Collaborated with social media and Video Teams to develop social media series to increase social engagement, all series are in top 10 for rank and engagement across Facebook pages.
- Created concept, strategy and content for digital Beauty Quiz, an innovative online hair and skin care recommendation and prospecting tool used by 200k Independent Sales Distributors.

Beauty Pro Distributor

Director of Sales and Education 2014-2017

- Executive Team member responsible for developing strategy and executing nationwide sales and education plans to represent beauty brands (hair care, cosmetics, skincare) sold directly to Salons and Stylists.
- Partnered with Educators, and aligned with brands to provide consistent brand message, brand specific technical training, innovative product education, and professional certification programs for Stylists, salons, events, and trade shows.
- Developed concept, courses, and content for 8 brands to launch Beauty Pro University, a Learning Management System for online training to Stylists, salons, and onboarding for Distributor Sales Representatives.
- Coordinated with 50+ Brand Educators, managed on-stage education for all tradeshow and events.

Sojourn Beauty

Sales & Education Manager 2010-2014

- Sales & Education Manager responsible for execution of sales and education strategy, elevated stylist/brand experience.
- Developed new revenue opportunities in salons, scheduling in-salon education, managed a team of 12+ Brand Educators for in-salon education, trade shows, and events nationwide.
- Built and maintained quality relationships with Distributors and Sales Representatives.
- Delivered presentations to salon and distributor accounts educating on promotions and new product launches to ensure consistent brand message.

Ales Group

Regional Educator- Phyto, Subtil and Lierac 2008-2010

- Product Knowledge Educator responsible for executing in-salon product knowledge and technical training classes, and promotional events for Phyto, Subtil, and Lierac. (Skincare and hair care)
- Represented the full range of products, communicated sales and marketing strategies to salons, and retail locations within the region. (Ulta Beauty, Nordstrom, Saks Fifth Avenue, Sephora)
- Exceeded sales goals in salons, at promotional events and retail locations through comprehensive product knowledge training on all lines.
- Lead in-salon product knowledge, hair color techniques, and retail success classes, resulting in increased salon orders within territory.

Education

Seminole State College, AS Degree Business Administration

Cosmetology License (Current License)

Additional Skills

Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)

Canva, CapCut