

# Laura Dale

407-617-8160

[laura.dale.beauty@gmail.com](mailto:laura.dale.beauty@gmail.com) | [LinkedIn Laura Dale](#) | [IG @lauradalebeauty](#)

## **Executive Summary**

Global Educator, Product Marketer, Beauty Expert, and licensed Cosmetologist with 20+ years industry experience specializing in professional hair care. I drive revenue for beauty brands by developing product education and marketing content, strong education teams, consistent brand messaging, comprehensive training programs and selling tools.

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

## **Professional Experience**

Stylecraze | Hair Expert Panel Member | [stylecraze.com](http://stylecraze.com) 2022- Current

**Education & Product Marketing Consultant** 2020- Current

- Created content for key projects for direct sales hair care brand 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 professional salon hair brand, directed, scripted, managed creation of 15 product knowledge videos showing consumers how to use the products.
- Planned and executed all processes and marketing activities for direct sales brand for 2021 launch, hair, skin, cosmetics, packaging text and design, website copy and all marketing materials and product info.
- Analysis of competitor data for hair care brand to conceptualize, create and lead implementation of compelling marketing content and storytelling.
- Created brand architecture, product assortment, benchmarks, oversaw product testing, packaging text, website copy, product names and product positioning for 3 new hair care categories for direct sales brand.
- Developed and executed perception testing strategy to highlight product performance for retail hair care brand.

MONAT Global | [monatglobal.com](http://monatglobal.com)

**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 skincare, haircare, cosmetics.
- 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 globally.
- Partnered with Creative, Video, and Social Media teams for concept, creation, and launch 60+ how to use videos 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 | [beautyprodistributor.com](http://beautyprodistributor.com)

**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.

# Laura Dale

407-617-8160

[laura.dale.beauty@gmail.com](mailto:laura.dale.beauty@gmail.com) | [LinkedIn Laura Dale](#) | [IG @lauradalebeauty](#)

Sojourn Beauty | [sojournbeauty.com](http://sojournbeauty.com)

## **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 | [us.phyto.com](http://us.phyto.com)

## **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)