

Laura Dale

407-617-8160

LauraDaleBeauty.com | Laura.Dale.Beauty@gmail.com | [LinkedIn Laura Dale](#)

Executive Summary

Global Beauty Education & Marketing Leader with 20+ years of experience in skincare, haircare, and luxury beauty. As a licensed cosmetologist and industry expert, I specialize in developing education strategies, driving sales growth, and creating compelling product marketing initiatives that elevate brand presence and engage both professionals and consumers.

I have a proven track record of leading global training programs, building high-performing education teams, and crafting impactful sales and marketing tools across both digital and in-person platforms. My expertise spans retailer education, content creation, trade marketing, and brand storytelling, helping beauty brands strengthen their positioning and connect with their audience through innovative education and sales-driven strategies.

Core Competencies

Beauty Education & Sales Strategy | Retail & Professional Training | Product Marketing | Digital & Live Education | Luxury & Mass Beauty | Skincare & Haircare | Content Creation | Trade Marketing | Direct & Distributor Sales | Product Positioning | Copywriting & Scriptwriting | Spokesperson & Public Speaking | Social Media & Video Content | Training the Trainer Programs | Presentation Design & Facilitation

Professional Experience

Maesa

Kristin Ess Hair Education Manager | 2023- 2025

- Developed and executed beauty education strategies and training programs for salon professionals and retail partners across the U.S. and Canada.
- Led in-store and virtual retailer training for key partners, including Ulta, Amazon, Target, and Hy-Vee, ensuring brand consistency and driving sales through enhanced product knowledge.
- Created global education materials—including step-by-step visuals, product guides, how-to videos, and sales tools—for retailer websites, social media, and brand marketing channels.
- Managed Glamsquad’s partnership, delivering hands-on training and annual education programs for 600+ beauty professionals, enhancing product adoption and customer experience.
- Designed and launched a personalized product recommendation quiz, helping consumers find the right hair tools for their styling needs—a strategy that can be adapted across beauty categories.
- Spearheaded the Kristin Ess Hair Female Stylist Scholarship in collaboration with Beauty Changes Lives, supporting mentorship, diversity, and professional growth in the industry.

Freelance

Education & Product Marketing Consultant | 2020- Current

- Provided education, marketing, and sales consulting for global beauty brands across skincare, haircare, and luxury beauty, helping distributors and salons maximize retail sales and deepen brand engagement.
- Created high-impact sales training materials, product knowledge content, and business-building strategies for brands such as Farmasi, VIC Beauty, and Lemongrass Spa.
- Developed competitor analysis and market expansion strategies for Sugarbear Hair, refining brand positioning, storytelling, and customer acquisition tactics.
- Designed training initiatives for salon and retail teams, including product menus, brand guides, and sales-driven education videos, increasing product sell-through and stylist expertise.
- Contributor to Stylecraze’s Hair Expert Panel, providing educational beauty content, professional insights, and expert product recommendations for consumers.
- On-camera Beauty & Haircare Expert for Capillus Laser Hair Growth, scripting and starring in educational content focused on hair health, product benefits, and science-backed beauty solutions.

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

- Led sales and education strategy, elevating salon partnerships and brand experience.
- Managed a team of 12+ Brand Educators, coordinating in-salon training, trade shows, and nationwide events.
- Drove new revenue growth by scheduling and executing salon education programs.
- Built strong relationships with distributors and sales reps to expand market presence.

Ales Group

Regional Educator- Phyto, Subtil and Lierac | 2008-2010

- Delivered product knowledge and technical training for salons and major retailers (Ulta, Nordstrom, Saks, Sephora).
- Led in-salon education and retail success training, increasing sales and product knowledge.
- Exceeded sales goals through engaging promotional events and targeted education strategies.

Education

Seminole State College, AS Degree Business Administration
Cosmetology License (Current License)

Additional Skills

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