**Sloane McHenry LaMartina** *sloane1814@yahoo.com*▪ *818-571-3321*

[**www.iamsloane.com**](http://www.iamsloane.com) *971 Newbury Road ▪ Newbury Park, CA 91320*

As a self-proclaimed beauty cupid, my strength is in making people fall in love…with the brand. With over 20 years of experience in the beauty industry, I have learned that it’s not always about creating something new, but rather telling a better story.

Please visit my on-line portfolio at [www.iamsloane.com](http://www.iamsloane.com)

**CORE STRENGTHS**

|  |  |  |
| --- | --- | --- |
| *Creative Positioning**Special Event Planning**Motivational Speaking**Strategic Planning* | *Communications Management**Social Media Marketing**Relationship Management**Promotional Campaigns* | *Brand Development**Advertising**Negotiations**Media Relations* |

**SELECTED ACHIEVEMENTS**

* Wrote copy for and directed 5 social media video campaigns, receiving over 1 million views collectively.
* Raised more than $1M by leading philanthropic efforts.
* Directed social media team to grow followers across all platforms, resulting in YouTube being highest increase at 20,000% over 5-year period and Facebook being highest engaged over all competitors and standard national average.
* Yielded significant cost savings on product launches, negotiating brand partnerships for fashion week and managing product cross-promotions.
* Motivated internal sales force which captured attention of external sales force and customers, resulting in both national and international speaking engagements.
* Generated new media relationships and consumer media placements by creating brand awareness via out-of-the-box events and deliveries.
* Developed concept for company trade ad campaign for 2017.
* Launched company’s first-ever global website.

**CAREER OVERVIEW**

SEXY HAIR

DIRECTOR OF CORPORATE COMMUNICATIONS 2012 – Present

COMMUNICATIONS MANAGER 2006 – 2012

* Negotiates brand partnerships and oversees launch of new products through creative editor deliveries and events.
* Leads social media team and outside PR agencies, motivating internal and external sales teams for increased business.
* Facilitates trade and consumer advertising, and develops social media and public relations campaigns.

WELLA AG

NATIONAL EVENT MANAGER 2001 – 2005

* Coordinated incentive tours and events for customer loyalty program.

SEBASTIAN INTERNATIONAL

PUBLIC RELATIONS 1997 – 2001

* Spearheaded philanthropic efforts to raise money for variety of children's organizations.

**EDUCATION & TRAINING**

BA, Journalism (Public Relations Emphasis), California State University, Northridge

Computer Skills: Microsoft Office Suite (Excel, Word, PowerPoint, SharePoint, Outlook)