

ELISE BURNETT

BEAUTY PRODUCT INNOVATION AND
DEVELOPMENT STRATEGIST



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www.eliseburnettboyd.com

About Me

Dynamic professional with over 15 years experience in the beauty industry. A visionary leader and entrepreneur with expertise in consumer behavior, market research, and innovative business development. Skilled in empowering clients and professionals through education, inclusivity, and creative strategies that drive meaningful change.

Notable Experiences

Beauty Product Development & Innovation Strategist

Freelance, 2022-Present

- Conduct market research and provide product feedback and strategic insights for beauty founders and brands.
- Develop educational content and strategies to enhance brand positioning, awareness, and consumer engagement.
- Assist in product ideation and foundational strategy for new beauty ventures.

Textura Curl Studio

Founder and CEO, 2018-Present

- Built and scaled a successful salon business, generating \$12-15k in monthly revenue
- Developed innovative service models and personalized client experiences, resulting in high client retention rates.
- Manage all aspects of business operations, including marketing, client acquisition, and financial planning.
- Host in-person workshops and masterclasses to educate clients and fellow professionals.

Ulta Beauty

Assistant Store Manager, Prestige Beauty, April 2015- July 2017

- Focused on strategic business analysis, sales trend examination and prediction, event planning and execution, and leading training sessions for associates.
- Supervised estheticians, cosmetologists, and other makeup artists while developing makeup looks to be executed by designers and artists in the Salon at Ulta.
- Achieved a 10% increase in sales YTD 2015 and 32% comp to LY 2015-2016.
- Maintained a 100% successful in-store event rate from 2015-2017.

Education

2014

The University of Akron

**B.A,
Sociology**

2018

Brown Aveda Institute

Cosmetology

2026 (anticipated)

Bowling Green State University

MBA

Volunteer Work & Community Engagement

- Partnered with ACCESS, Inc., supporting women and children experiencing homelessness through donation events.
- Mentored young hairstylists and beauty entrepreneurs, focusing on professional growth and industry insights.
- Member of Delta Sigma Theta Sorority, Inc. A public service organization