

RENATA KOWALSKI

Cosmetology

Master stylist and educator with 16 years behind the chair and 6 years training other stylists. Maintain a six-figure personal book while running color education for an 18-chair concept salon group.

CONTACT INFORMATION

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EDUCATION

- Cosmetology Diploma, Aveda Institute Minneapolis (2008)
- Minnesota Master Cosmetologist License #C-44218
- Goldwell Master Colorist Certification (2016)
- Vidal Sassoon Advanced Cutting, London (2017)

KEY SKILLS

- Color correction and bond-building
- Dimensional blonding and gray blending
- Editorial and fashion cutting
- Advanced foil placement
- Color line evaluation and brand transitions
- Stylist education and curriculum design
- New-talent program management
- Salon revenue and KPI tracking
- Stage and platform work
- Vendor negotiation
- Client retention strategy

PROFESSIONAL EXPERIENCE

Master Stylist & Color Director | Northbloom Salon Group, Minneapolis, MN | 2019 to Present

- Personal service book of \$186,000 in 2023, top stylist across the three-location group
- Direct color education program for 22 stylists, including monthly classes and annual technical exams
- Built a 12-week new-hire color curriculum that cut redo rates from 9% to under 3%
- Lead consultant on color line transitions, evaluated 4 vendors and negotiated the switch to a new primary line
- Maintain a personal book of 210 active clients with a 12-week average rebook

Senior Stylist & Trainer | Foxglove Hair Co., Saint Paul, MN | 2014 to 2019

- Grew from stylist to lead trainer over 5 years, mentoring 14 assistants through the new-talent program
- Maintained top-three revenue ranking among 11 stylists each year
- Designed in-salon balayage class still used by the salon today
- Represented Foxglove at Premiere Orlando and Minneapolis Hair Show as a stage assistant
- Specialized in dimensional blonding, gray blending, and short fashion cuts

Hair Stylist | Velvet & Vine Salon, Edina, MN | 2010 to 2014

- Built first full book in 14 months and held a wait list within two years
- Took over color correction overflow from senior stylists, averaging 6 corrections per month
- Earned Stylist of the Year recognition in 2013
- Trained on Goldwell, Schwarzkopf, and Wella color systems

Salon Apprentice | Velvet & Vine Salon, Edina, MN | 2008 to 2010

- Completed structured two-year apprenticeship under three master stylists
- Assisted on 1,200+ color services during apprentice years
- Managed color bar inventory, product orders, and weekly back-bar prep
- Promoted to the floor at the close of the second year