

Simonson's Salon and Spa Appoints New Marketing and Media Coordinator

Simonson's Salon and Spa has appointed a new marketing and media coordinator after creating the position to centralize the company's strategic marketing and media initiatives.

MINNEAPOLIS, MN – Simonson's Salon and Spa, which has four Minneapolis area locations, has appointed Casie Cook as the company's marketing and media coordinator. Creating this position has allowed Simonson's to centralize its strategic marketing and media initiatives for even greater success in 2010.

“We've envisioned this position for a long time now. As Simonson's strategic marketing ideas evolve, the new position description seems to grow exponentially,” said Kyle Simonson, owner and CEO of Simonson's Salon and Spas. “Hiring Casie Cook as Simonson's marketing and media coordinator was the first and most vital step towards breathing life into exciting opportunities like social media.”

Cook holds a Bachelor of Arts degree in advertising and management from the University of Minnesota. Her professional experience includes management as well as traditional and non-traditional marketing communications, including social media. The position of marketing and media coordinator allows Cook to unify her education and strategic communications expertise with her experience as a guest service representative within Simonson's Salon and Spa from 2006 to 2009.

“Casie possesses a rare, consummate right-brain and left-brain blend that's essential to creating, managing and measuring our initiatives. It's hard to find anything in her profession that she doesn't excel at,” said Simonson. “Best of all though, Casie's history as a full-time client and part-time employee has collectively contributed to her genuine passion for the Simonson's brand. It just doesn't get any better than that.”

About Simonson's Salon & Spa

Simonson's Salon and Spa is an industry leader with a reputation for high quality services and products for both men and women. Simonson's (www.simonsons.com) offers professional hair, face, body and nail services at its four locations in Plymouth, Maple Grove, Anoka and Elk River.

For additional information about Simonson's Salon and Spa, please contact Casie Cook at 763.244.5765.

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