

bo bean creative

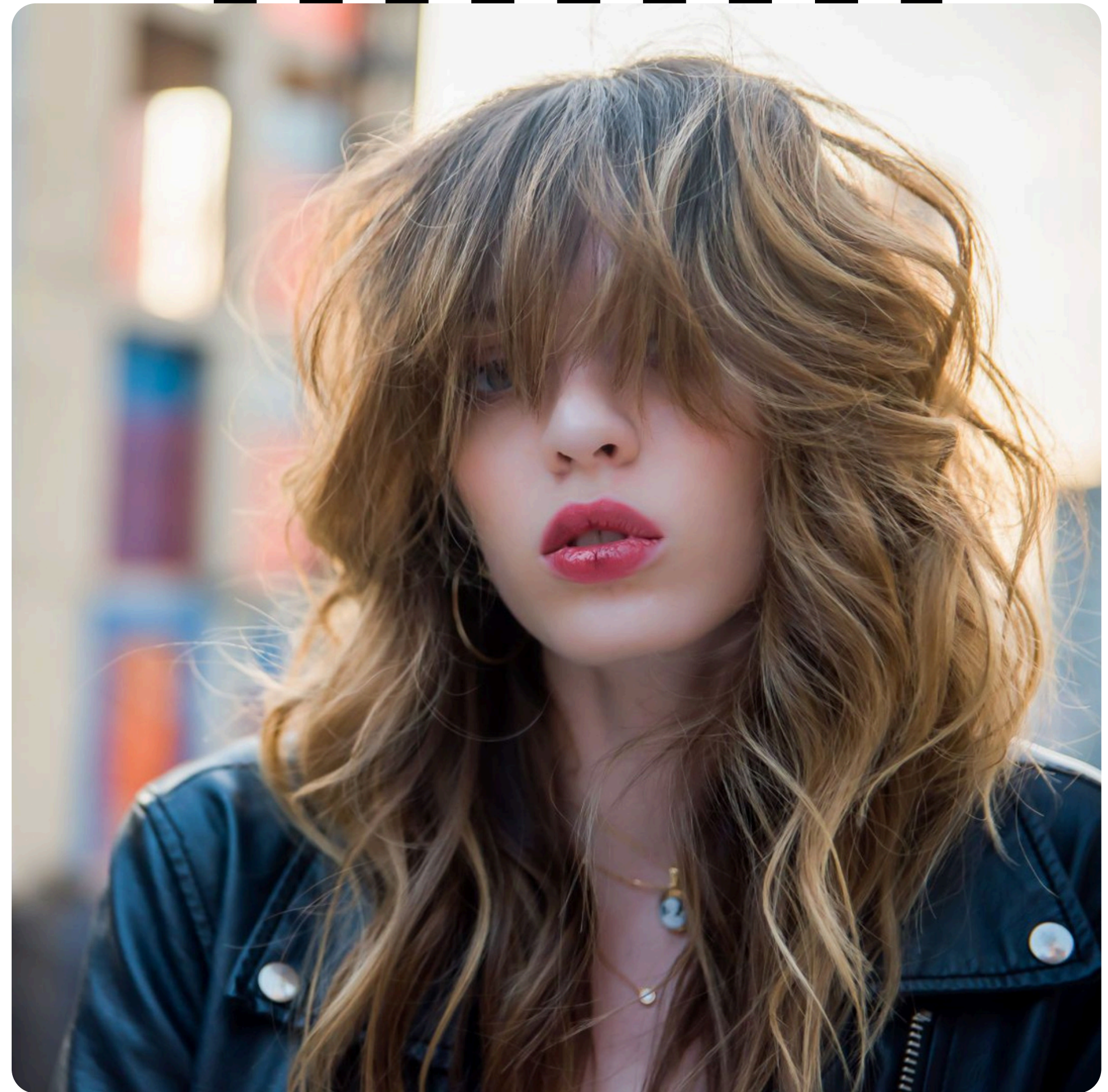
CONTENT CREATION

For salons, hairstylists, trade publications, haircare and color brands!



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ABOUT ME

Hi 🖐️ I'm Kristine (bo bean)!

I am a Chicago-based **visual storyteller** and my medium of choice is photography. From 2016-2018, I was the Photography Manager at behindthechair.com. I handled all of the in-house photography for events, e-commerce, and photo shoots. I also worked with our professional hair care and color clients to cover their events, create educational & editorial content, photograph backstage prep at NYFW and execute branded editorial photoshoots; from concept to final image capture and distribution.

In 2018, I decided to utilize my photography, video and graphic design skills to pursue social media management in various industries. I found my way back to the hair industry, in 2025, as a social media manager for various Chicago salons. This return confirmed that creating content in the hair industry is where I shine brightest and feel most fulfilled.

Since then, in addition to managing salon's social media accounts, I've started working with professional haircare brands to photograph their events and create images to be utilized across Marketing, Advertising and Editorial. It feels good to be back!

I'm currently looking for new clients, let's collaborate!



ABOUT ME: SKILLS & SOFTWARE

✿ Photography, Graphic Design and Videography

✿ Brand identity development and awareness

✿ Creative project management

✿ Focused on collaboration and adaptability

✿ Social listening, social strategy and social management

✿ Attention to detail and multitasking

✿ Real-time photo and video event coverage

✿ Facebook, Instagram, LinkedIn and TikTok

✿ Adobe Creative Suite, Canva and Edits

✿ Later, Hootsuite and Sprout Social

5-7%

average monthly social media
engagement rate

10+ years

of content creation experience,
3+ years in the hair industry

11 brands

managed on social media,
2 salon accounts

OFFERINGS



Event Coverage

I capture high-res original photography and video at salon classes, brand-sponsored events and backstage at fashion weeks.



Social Media Management

I develop content calendars, strategize, write post copy and create original photo, video and graphic design content for your feed.



Editorial Photoshoots

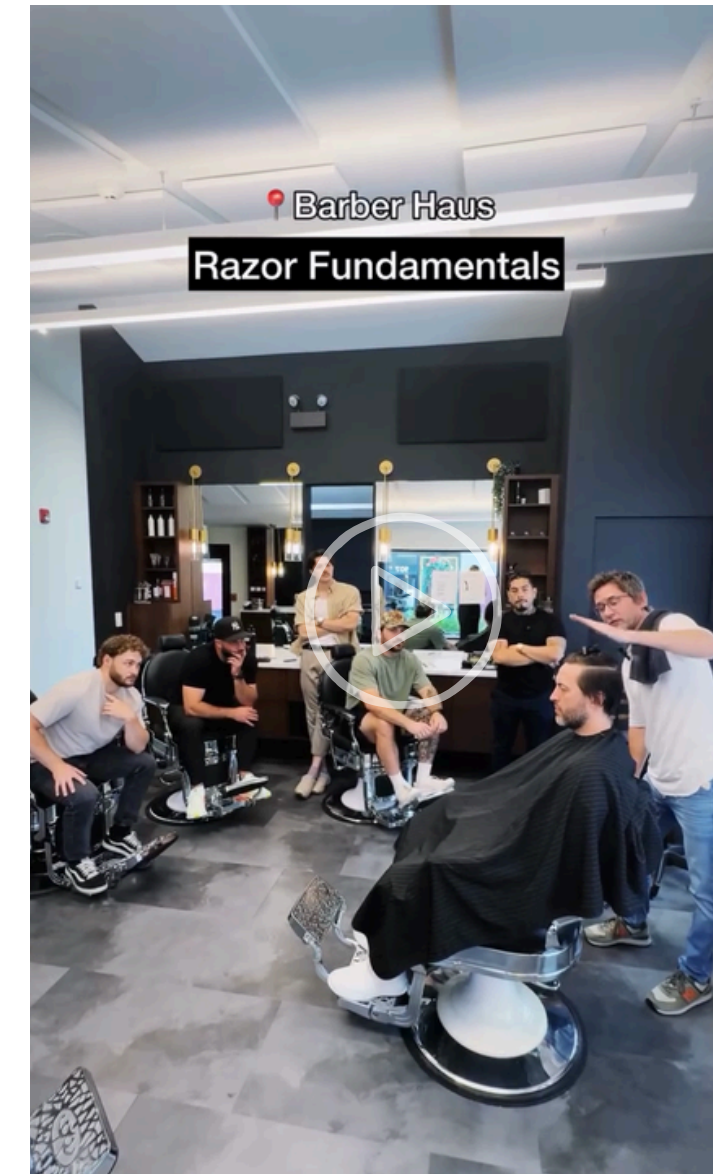
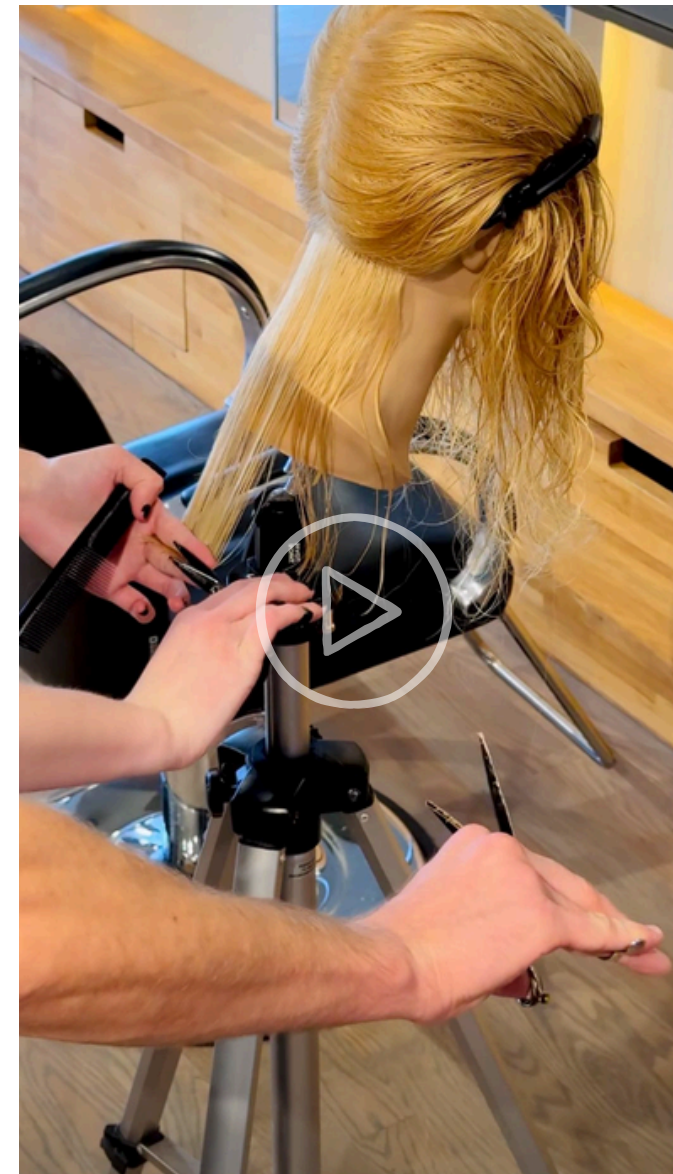
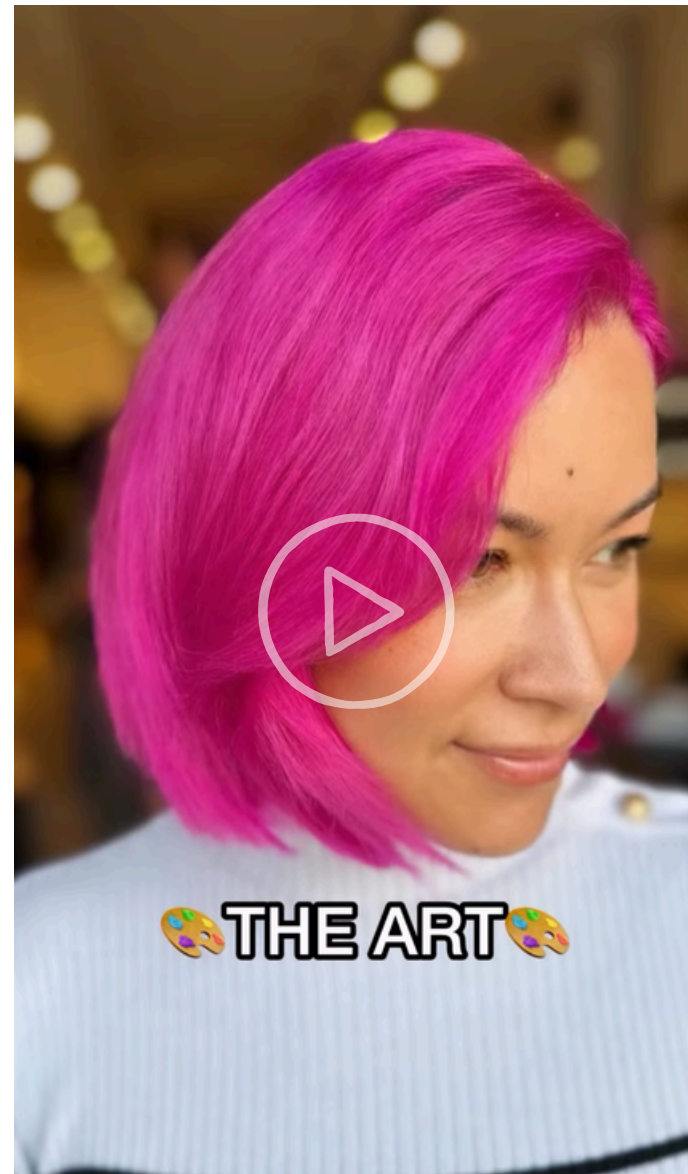
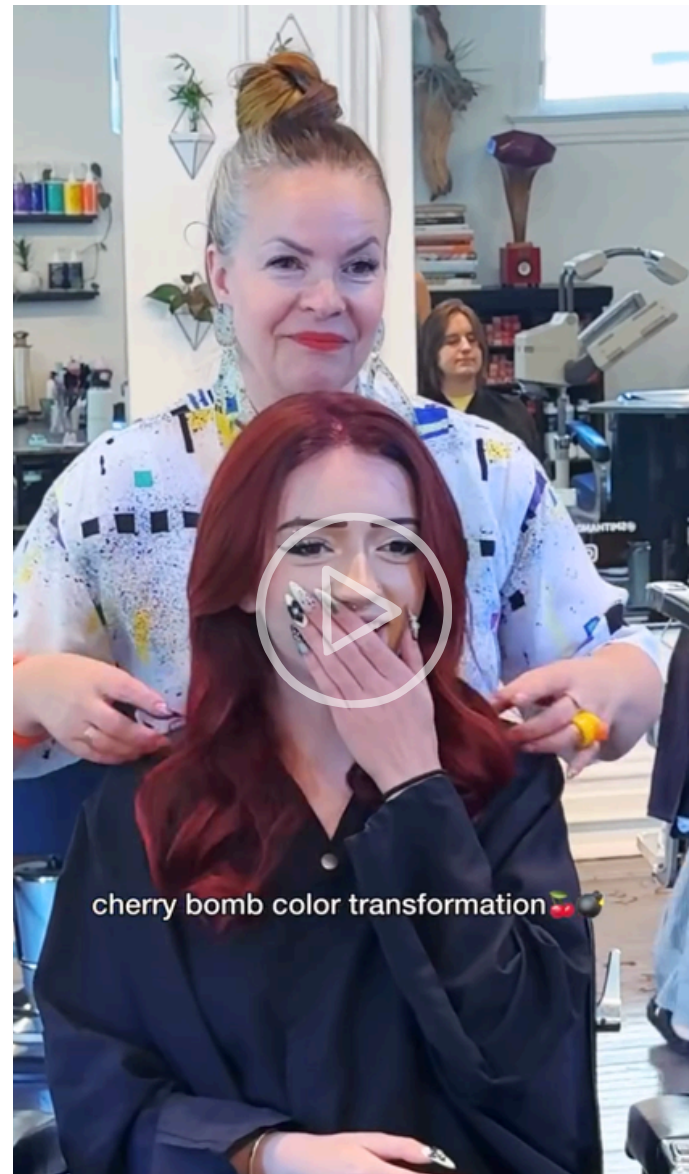
I conceptualize, location scout, mood board, capture photos, edit images and create shared drives of final images for easy sharing.

SOCIAL MEDIA VIDEOS

*Everything from full hair transformations
to funny salon trends and event recaps*

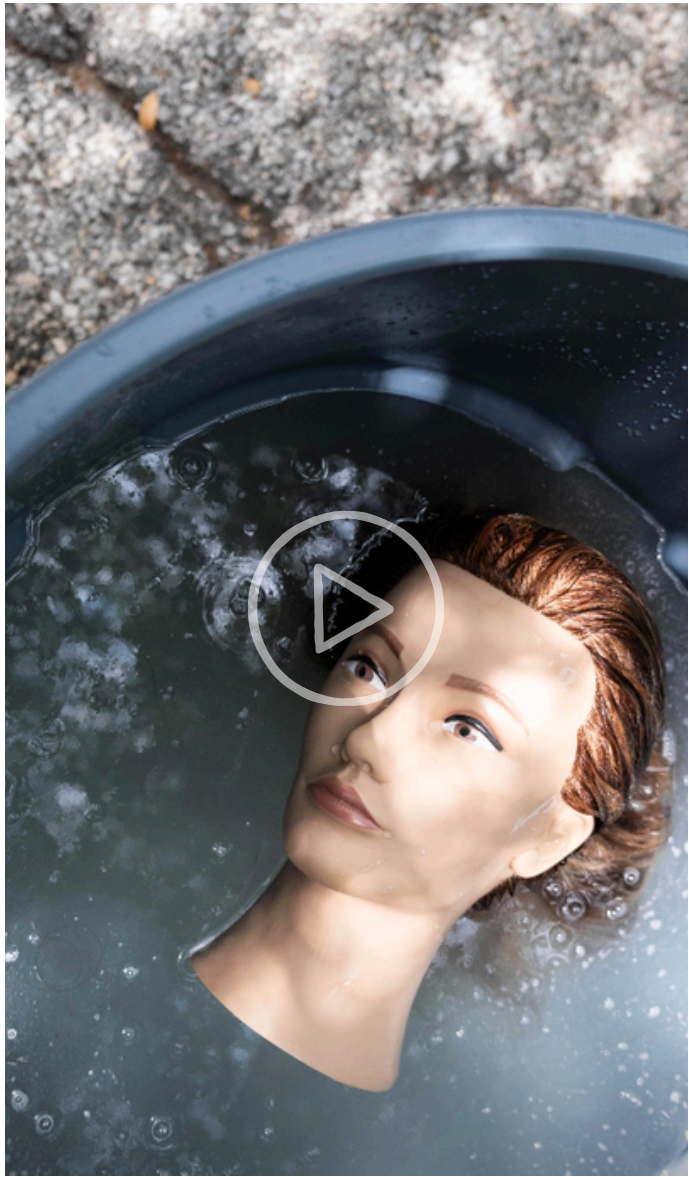
Content Examples:

SOCIAL MEDIA VIDEOS



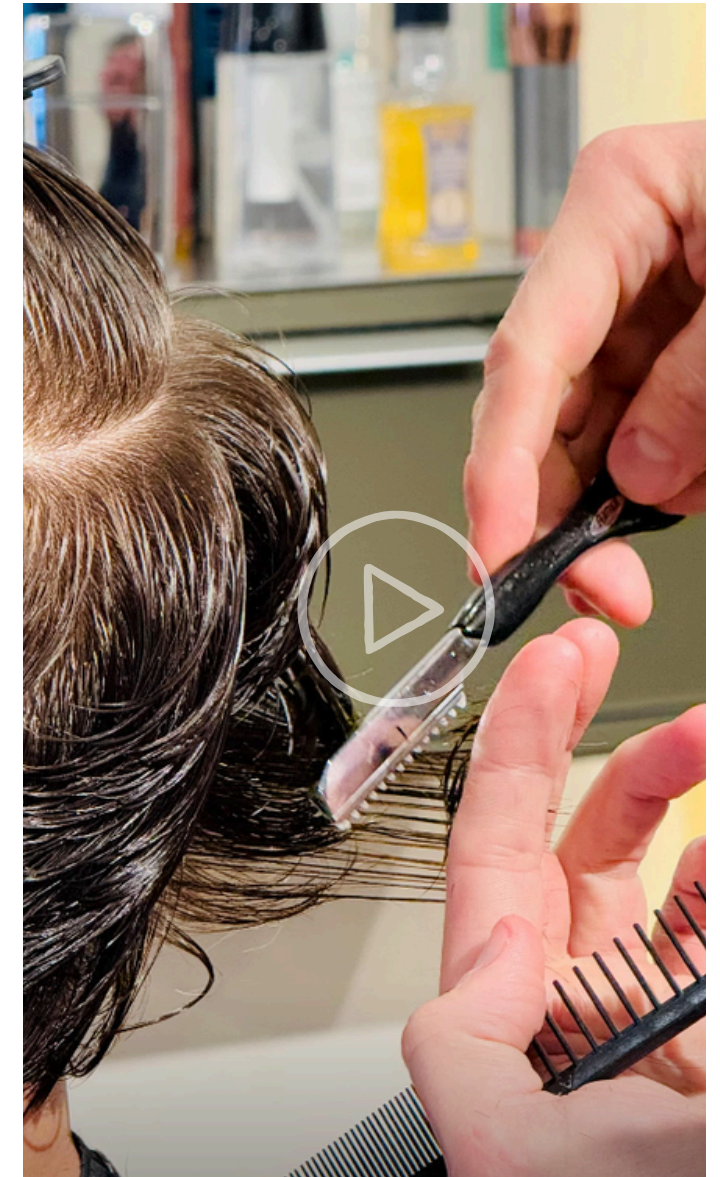
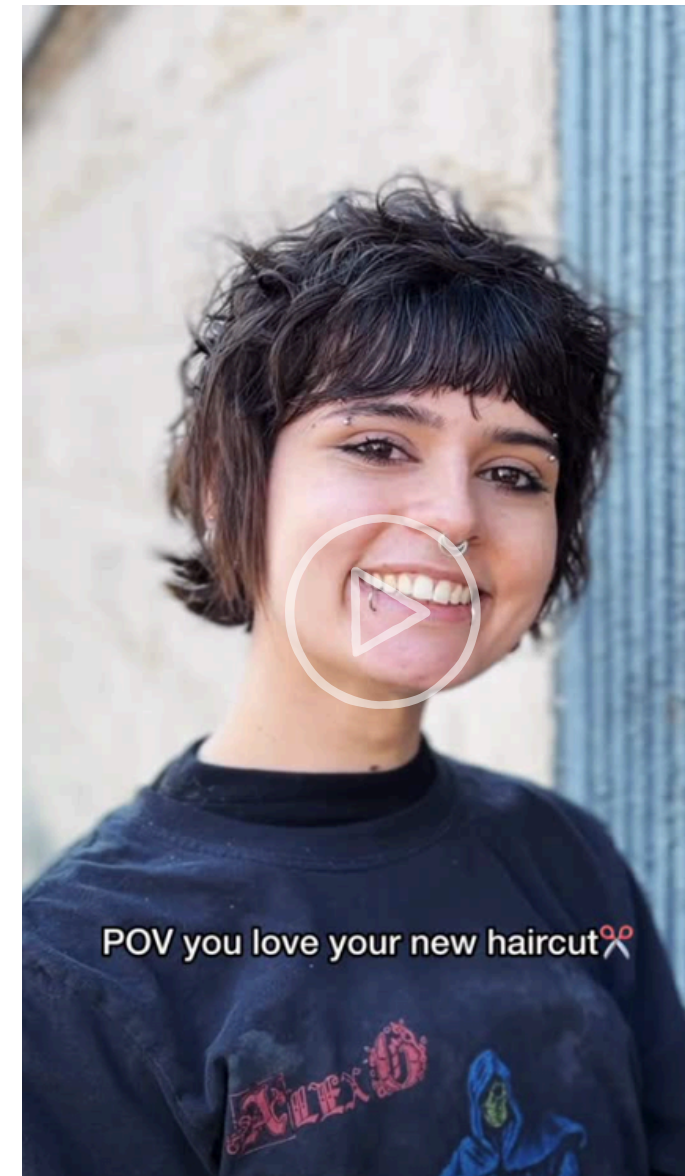
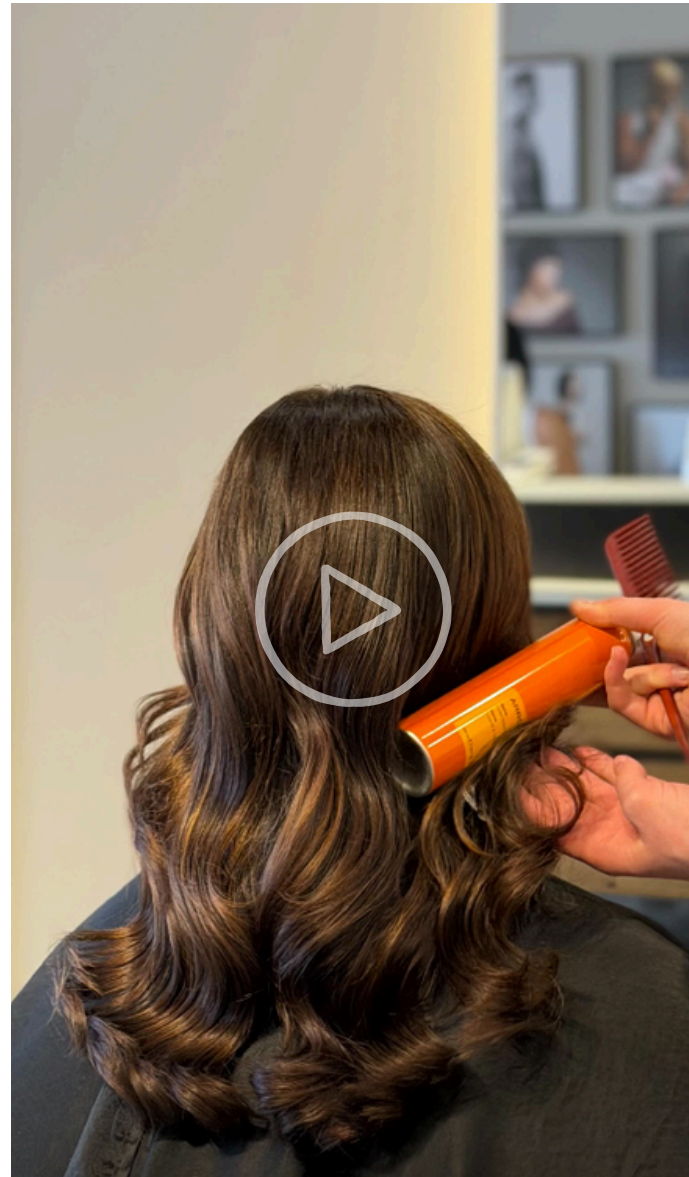
Content Examples:

SOCIAL MEDIA VIDEOS



Content Examples:

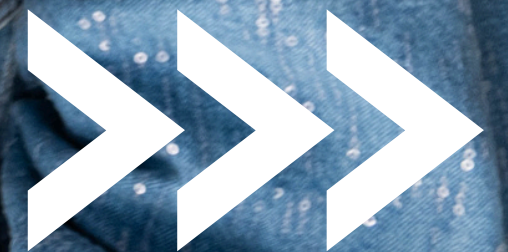
SOCIAL MEDIA VIDEOS



A woman with long blonde hair is taking a selfie with a smartphone. She is wearing a blue denim jacket over a black top with a colorful sequined pattern. In the background, a man with a beard and glasses is looking at the phone, and another woman with long brown hair is partially visible. The scene is set against a dark, vertically-slatted background.

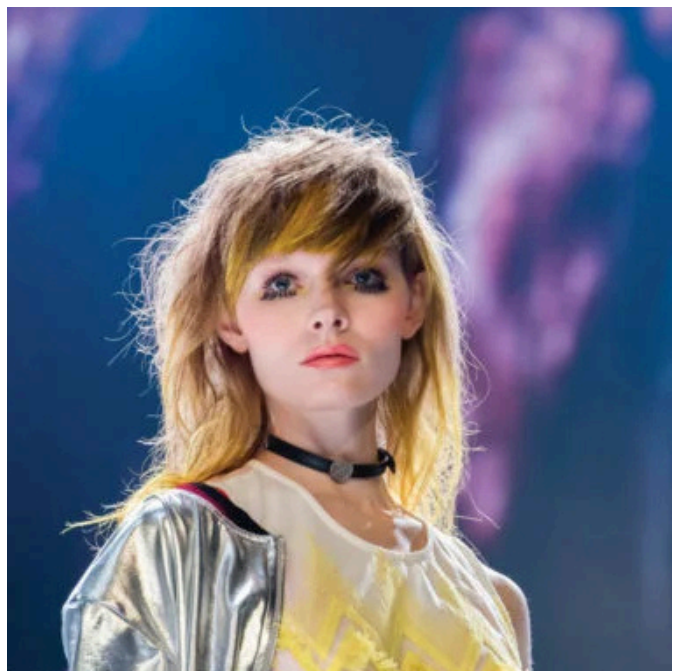
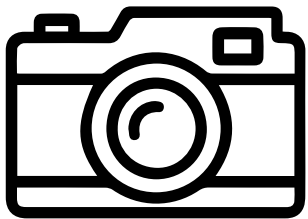
EVENT IMAGES

*Everything from regional education events
to international brand-produced awards
shows and product launches*



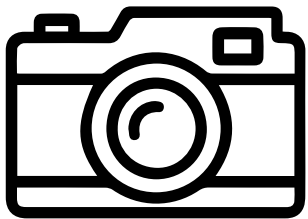
Content Examples:

EVENT IMAGES



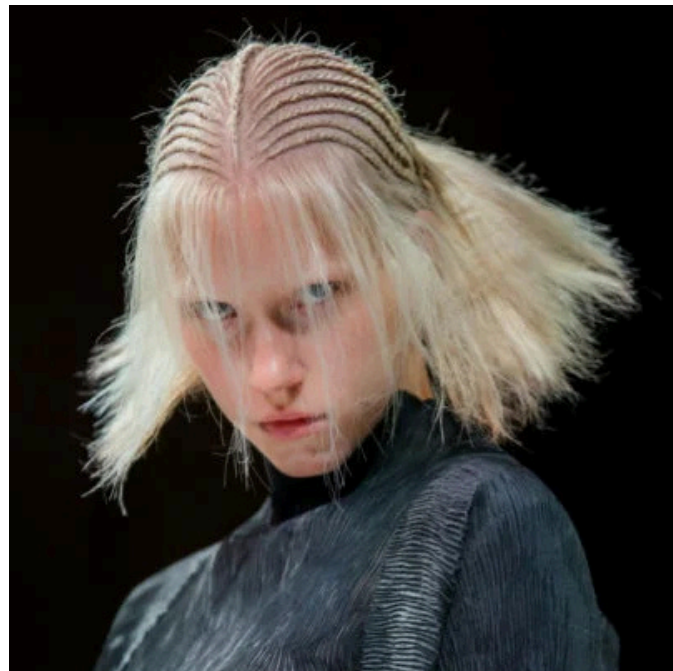
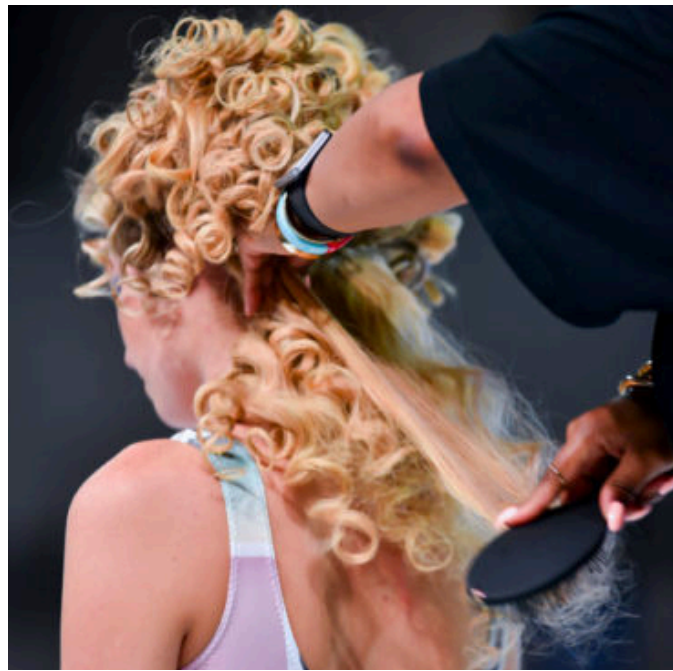
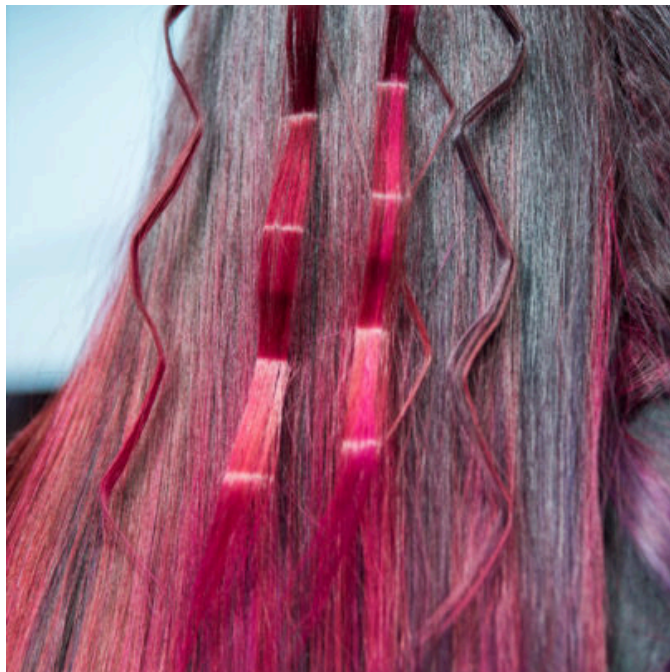
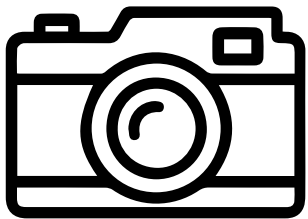
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EVENT IMAGES



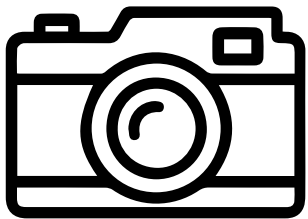
Content Examples:

EVENT IMAGES



Content Examples:

EVENT IMAGES



For a more in-depth look at various event photos, click through the galleries below:



Schwarzkopf Professional IKONIC Collection Launch

 Behindthechair.com



Premiere Beauty Show 2017

 Behindthechair.com



Joico Global Destination Education 2018 (part 2)

 Behindthechair.com



L'ANZA B.I.G. Event 2017

 Behindthechair.com



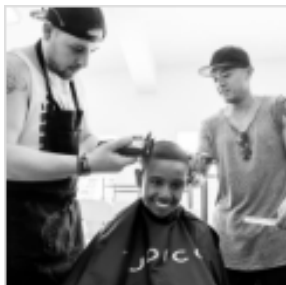
ABS 2018

 Behindthechair.com



Wella International TrendVision Awards

 Behindthechair.com



#beawesometosomebody in Punta Cana

 Behindthechair.com



COLOR, Cut & Style 2016

 Behindthechair.com

A vibrant, behind-the-scenes photograph of a fashion show backstage. In the foreground, three models are seen from behind, wearing bright neon green, yellow, and purple wigs. They are wearing a red hoodie, a blue t-shirt, and a black floral dress respectively. The background is filled with other people, including stylists and models, under bright studio lights. The overall atmosphere is busy and creative.

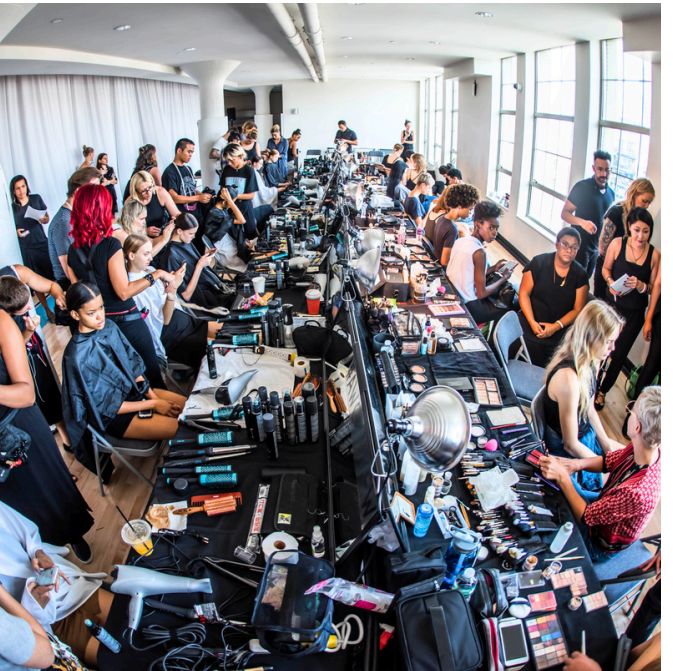
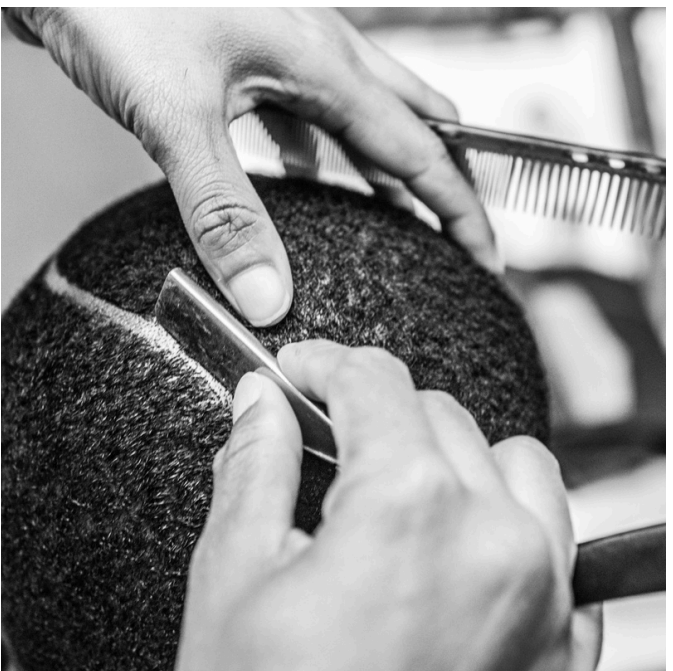
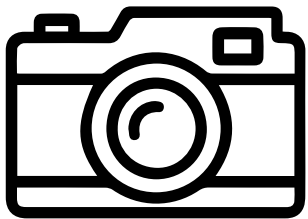
BACKSTAGE @ NYFW

Everything from key stylists' hands in hair to finished model shots and the overall spectacle of the space



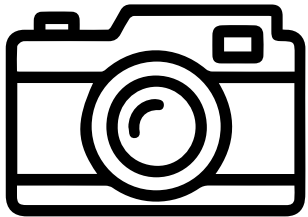
Content Examples:

BACKSTAGE @ NYFW



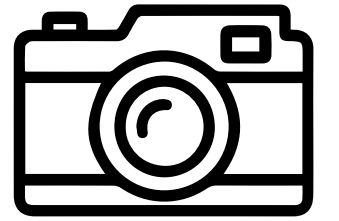
Content Examples:

BACKSTAGE @ NYFW



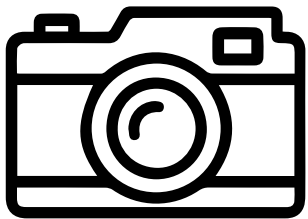
Content Examples:

BACKSTAGE @ NYFW



Content Examples:

BACKSTAGE @ NYFW

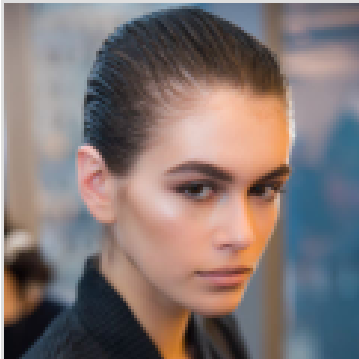


For a more in-depth look at NYFW FW18, click through the galleries below:



NYFW FW18

 Behindthechair.com



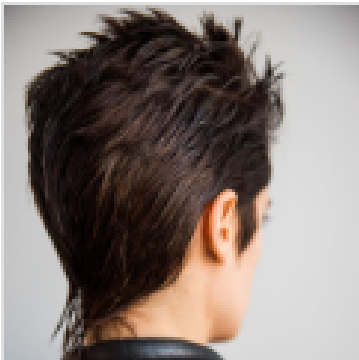
NYFW FW18 (Part 2)

 Behindthechair.com



NYFW FW18 (Part 3)

 Behindthechair.com



NYFW FW18 (Part 4)

 Behindthechair.com



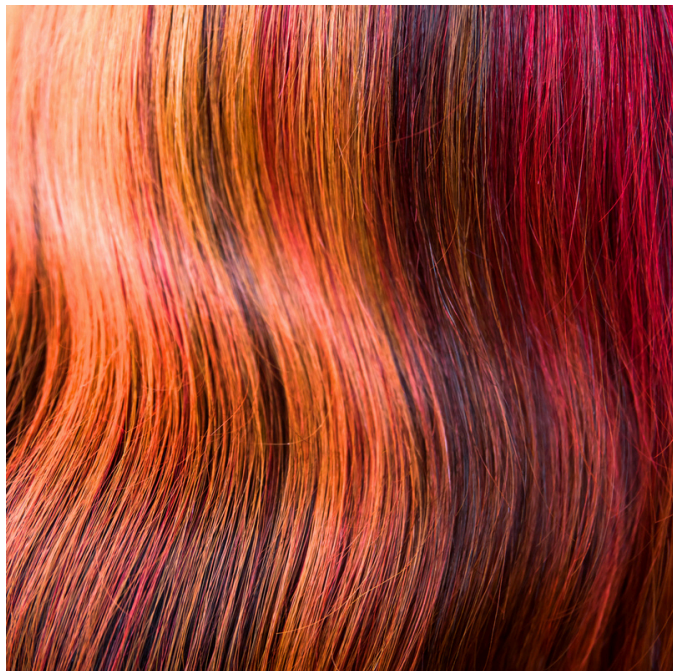
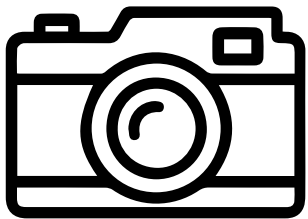
SALON IMAGES

*Everything from day-to-day happenings
to educational classes and client photos*



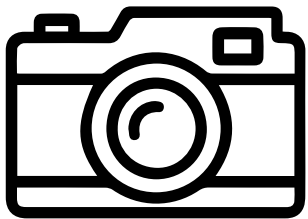
Content Examples:

SALON IMAGES



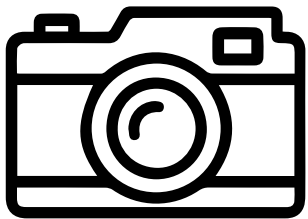
Content Examples:

SALON IMAGES



Content Examples:

SALON IMAGES





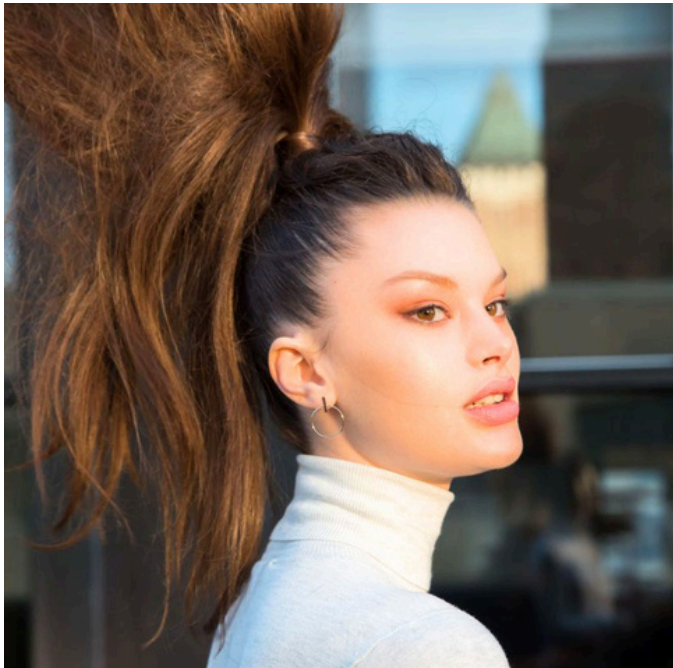
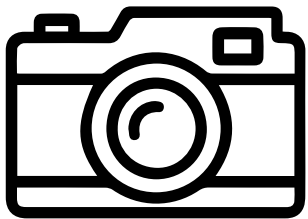
EDITORIAL PHOTOSHOOTS

*Everything from impromptu moments during events
to campaign images and NYFW presentations*



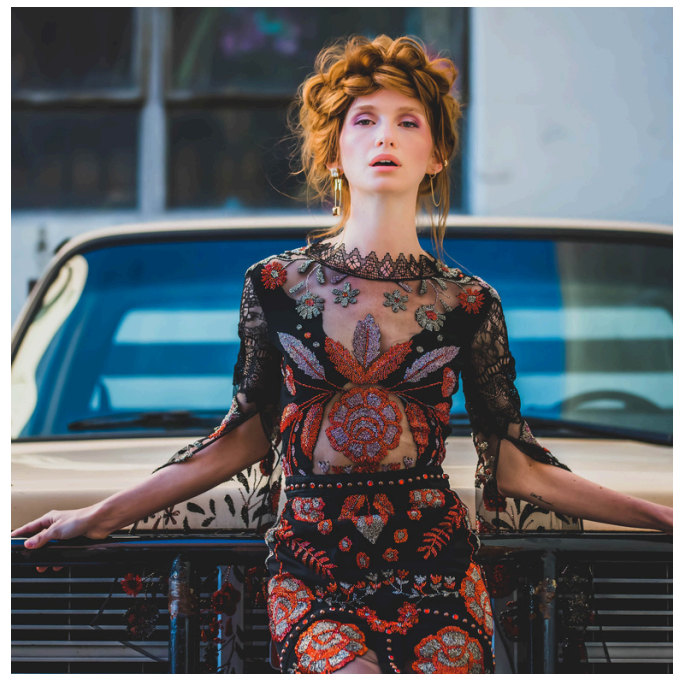
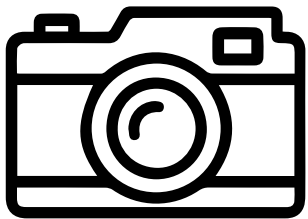
Content Examples:

EDITORIAL PHOTOSHOOTS



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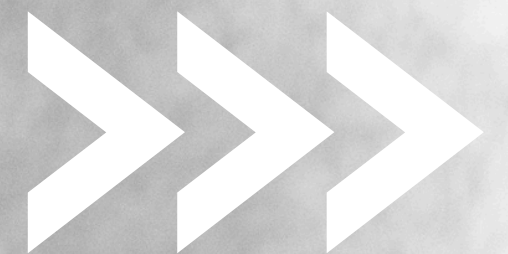
EDITORIAL PHOTOSHOOTS





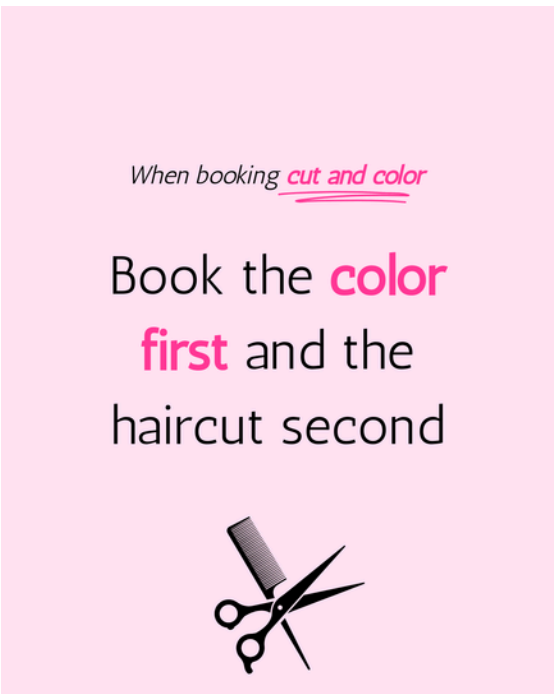
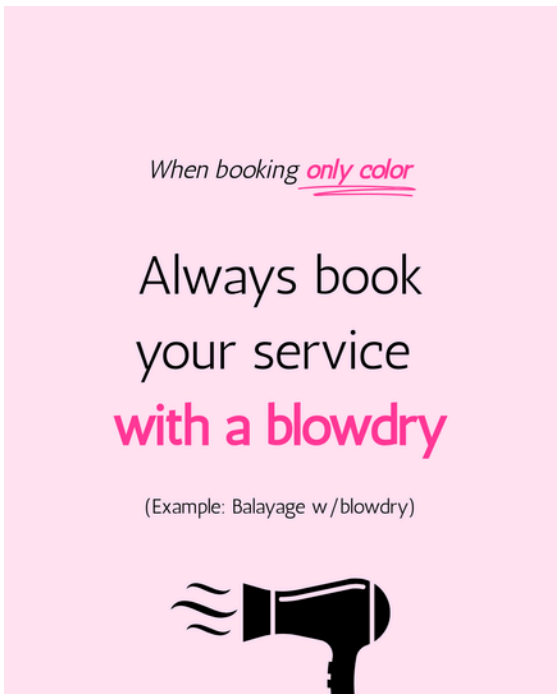
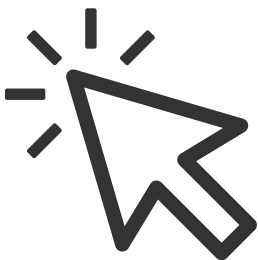
GRAPHICS

*Everything from product round ups to color
hairecare guides and event marketing material*



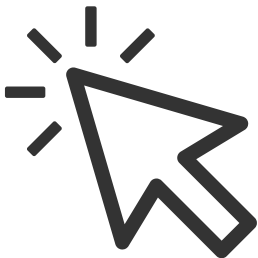
Content Examples:

GRAPHICS



Content Examples:

GRAPHICS



what classes do you want to take at edit in 2026?

editSALON



2026 classes
editSALON

- curls and texture
- razor fundamentals
- bobs and shags
- men's work

editSALON

“salons are quality control”

PATRICK LEWIS
OWNER, EDIT SALON

what do salons offer that suites don't?

- ★mentorship from salon owners and senior stylists
- ★access to continuing education both in-salon and at external events
- ★someone who wants to invest in your talent and building your clientele
- ★a built-in community that offers support, advice and resources when needed
- ★someone else to take care of the administrative tasks while you worry about doing hair
- ★more chances for walk-in clients that can turn into regular clients



editSALON

MEN'S WORK SEMINAR

Monday May 18th
10am-4pm

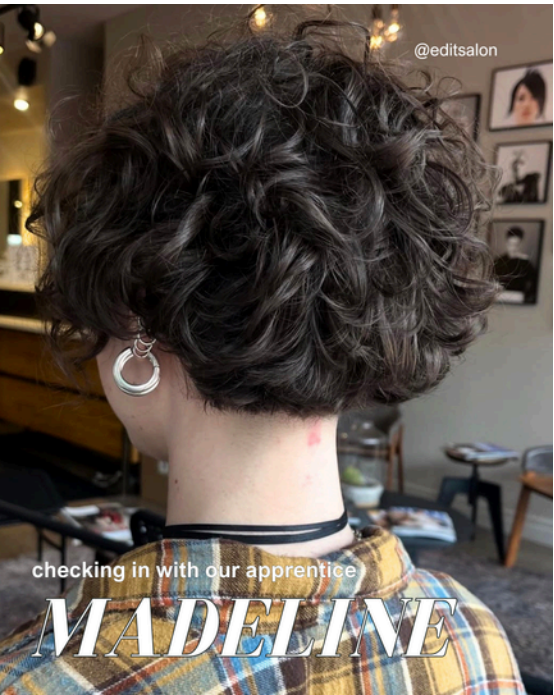
MEN'S WORK SEMINAR

WHAT YOU WILL LEARN

- three cuts: long, medium and short
- how to use razors, shears, clippers and blending shears
- finishing and styling.

BOOK NOW!

send a DM to @patrick_doeshair
the class cost is \$400 and mannequins are included
participants will earn 6 CEU hours



@editsalon

checking in with our apprentice
MADELINE

@editsalon

what's your biggest takeaway so far?

“Let myself be teachable, and open to advice and feedback. Not taking criticism personally but actually seeking out criticism to grow.”

checking in with our apprentice Madeline

@editsalon

what's one word to describe how you are feeling about your apprenticeship right now?

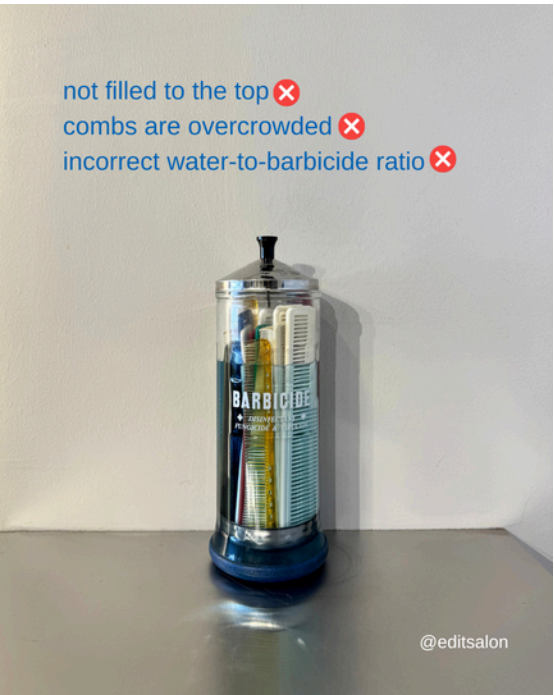
“EAGER”

checking in with our apprentice Madeline



let's talk about barbicide

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not filled to the top ❌
combs are overcrowded ❌
incorrect water-to-barbicide ratio ❌

@editsalon



filled to the top ✅
combs have enough space ✅
proper water-to-barbicide ratio ✅

@editsalon

WHY SHOULD YOU WORK WITH ME?

- ❁ I genuinely LOVE creating hair content
- ❁ Storytelling is my passion and hair is rich with stories
- ❁ I capture the moments and the details that other photographers without experience in the hair industry may miss
- ❁ I thrive in collaborative environments and geek out on being able to take an idea from concept to execution



CLIENT TESTIMONIALS

Brandon Deyette

Event Production Specialist, Schwarzkopf Professional

“It’s easy to find a good photographer for an event. Finding a stellar photographer who understands the hair industry, and knows how to photograph hair in a way that captures its true brilliance, is like hitting the lottery. Kristine is that photographer. She has elevated the look and feel of our Schwarzkopf events, capturing the artistry behind the chair while bringing our brand story to life with exceptional creativity and professionalism.”

Stevie Smith

Owner, Smith & Davis Salon

“Beautiful content is one thing, Kristine delivers that AND the numbers behind it. Our brand has never looked better or performed stronger. She truly transformed our social content into something both visually striking and strategically smart.”

Patrick Lewis

Owner, Edit Salon

“Kristine is an amazing addition to our team. She captures our salon’s identity perfectly and consistently shares our story in unique ways. She has become an integral part of our salon’s digital footprint, allowing us to attract new clientele.”

LET'S CONNECT!

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 708-305-5909