

M A T R I X

IMAGINE ALL YOU CAN BE

Class: Social Media - (look and learn)

DERRICK RUTHERFORD AND JULIO RODRIGUEZ
MATRIX CANADA AMBASSADOR



Derrick Rutherford is recognized as one of Canada's leading stylists and is part of a new generation of hair designers responsible for shaping today's hair industry. As part of the Matrix International Design Team, Derrick travels the globe sharing his creativity and precision cutting techniques with stylists eager to expand their knowledge and skill. Derrick has advanced his own career through active participation with the Matrix Education Team and has reached the highest level of achievement, serving now as a member of the distinguished Matrix International Design Team. Derrick puts his belief into action at his own salon whereas Artistic Director; he nurtures and coaches

his artistic team, helping them achieve the highest level of confidence within their own sense of creativity. Oprah Winfrey – Makeovers for “Locks of Love”, Sundance Film Festival – Premier Magazine and New York Fashion Week – In Style Magazine are a few of the examples of how Derrick is living proof that stylists have the ability and opportunity to take their talents beyond the salon and onto the international stage.

Julio Rodriguez started his career as a stylist back home in New Jersey. With his attention to detail in “blonding” and corrective color his clientele quickly grew. Julio's career highlights include styling the hair of Hispanic megastars such Michelle Rodriguez and Pilar Montenegro for People Magazine (Española), for their 50 Most Beautiful Latin Issue. Julio has worked backstage for imitation of Christ at New York City's famed Fashion Week and Boston's Disco Ball with Betsey Johnson. His educational work for Matrix as a Guest Artist has taken him to every major city across the United States and abroad to Europe including the Czech Republic, Hungary and Italy. Julio continuously works on photo shoots, and has been published in Modern Salon, Salon Magazine, Canadian hairdresser, as well as European magazines. Julio continues his drive for education with his work as an Artistic Director for Matrix hair color.

“I love the hairdressing industry because it allows me to create beauty on a different canvas daily, either working behind the scenes with models or with our wonderful clients in the salon!”

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Class Description:

Discover one of the most powerful ways to grow your business. Social Media has taken over and with this class you will be able to grow your reach. This class will allow you to tap into a market outside of your salon and allow you to promote your work and also bring in a new following. The art of how many posts, when to post and what to post is key to be successful in this fast growing social media world. Derrick Rutherford has mastered the art and will share with you "The Rutherford Way" to be successful and expand your reach. Join us for this one of a kind class on Social Media and join the movement.

Class Registration Information:

Important: Matrix Social Media will be putting on two (2) classes. (See date(s) & times below)

Location: Delta Beausejour Moncton

Date: Sunday October 27, 2019

Address: 750 Main Street, Moncton

Date: Monday October 28, 2019

Time: 9:00 am – 12:00 pm (both days)

Event and class fees must be paid at the time of registration to secure your seat.

To register, please contact:

Nova Scotia Cosmetology Members: (902) 468-6477 or toll free at 1(800) 765-8757

New Brunswick Cosmetology Members: (506) 458-8087 or 1 (800) 561-8087