

Danielle Macaluso
Assistant Vice President of Communications for Garnier USA

Danielle Macaluso is the Assistant Vice President of Communications for Garnier USA, a division of L'Oréal USA, a position she has held since January 2016. In her role, Danielle is responsible for developing strategic integrated communications campaigns across Public Relations, Events Marketing, Talent Relations, Philanthropy and Social Media. She also produces content for and manages all Social Media platforms including Snapchat, Instagram, Pinterest, Twitter, Facebook and Youtube.

Danielle joined L'Oréal USA in 2010 where she was the Assistant Vice President of Communications for L'Oréal Paris. There she was responsible for elevating the brand's positioning as the #1 beauty brand in the world among influencers and broadcast, print and digital press outlets. Danielle drove the brand's efforts to bring digital capabilities to the company by launching the brand's Instagram, Pinterest and Tumblr accounts. During her tenure L'Oréal Paris achieved the highest digital IQ score of all mass beauty brands for two consecutive years. She also worked on the launch of "Makeup Genius," the first connected beauty digital innovation, establishing the brand as a pioneer in allowing consumers to test makeup products using their mobile phone or tablet as a virtual mirror.

As a skin cancer survivor, Danielle saw a need to educate young women on the importance of sun protection and using sunless tanner in place of exposure to the sun's harmful rays. She ideated a social media campaign inspired by the brand's iconic tagline "Because You're Worth It" between L'Oréal Paris SPF products and the Melanoma Research Alliance (MRA) called "It's THAT Worth It," a public health call-to-action campaign to urge women of all skin tones to prevent melanoma by using sunscreen, to raise awareness, and to help save lives by supporting cutting-edge research for a cure. Through a series of celebrity broadcast, print and digital public service announcements that featured Danielle as well as L'Oréal Paris celebrity spokespeople Diane Keaton, Eva Longoria, Aimee Mullins, and Genesis Rodriguez, "It's THAT Worth It" was the most successful communications campaign for the company in 2015 and was nominated for numerous awards.

Prior to joining L'Oréal, Danielle worked for several marketing communications agencies in New York City overseeing beauty, fashion and lifestyle clients including Johnson & Johnson Consumer Companies Beauty Care brands, Bath & Body Works, Mary Kay, Elizabeth Arden Red Door Spas and Procter & Gamble.

Danielle graduated with a Bachelor of Arts degree from Virginia Tech. She lives in Hoboken, New Jersey with her husband, Mark and baby boy, Harrison Chase.