



## Tracy Balan

Tracy Balan is the CEO of Coifed by Tracy Balan. Her tale begins in Brooklyn at the tender age of eight. It was Christmas and “Santa” gave her a child-size hair station, equipped with a doll for practice. That gift sparked the force to propel Tracy in beginning a life long journey.

Tracy knew she had to build her business savvy before building her empire. After graduating High School, she entered Military Intelligence. While there, she acquired a Degree in International Business & Marketing, and honed her business skills while establishing a daily routine of structure. After dedicating two and a half years to her Country, Tracy was honorably discharged as a Military Veteran, after sustaining a leg injury.

With the education and experience she accumulated, Tracy decided to enter the corporate world. She dedicated another three years of her life, to the Starbucks brand. Intensifying her skills; there she earned recognition for her productive tactics in sale projections and marketing strategies. After her noticeable achievements in expanding the Starbucks brand, Tracy decided it was time to elevate the “Balan Brand”.

Tapping into her childhood dream, she decided to enroll in cosmetology school at Empire Beauty School; using all acquired skills Tracy developed her own platform. Receiving attention of Top UK songstress, Florence Welch of Florence and The Machine, Tracy became her primary Hairstylist. Tracy also received notoriety through all her work with the Iconix and Rocawear Brands

Contact:

Tracy Balan  
Press@TracyBalan.com  
(646) 280-6702  
<http://www.TracyBalan.com>