SPEAKER · STRATEGIST · FOUNDER

Mary Claire Materna

Social Media Strategy for Medical Aesthetics

Turning complex social media challenges into clear frameworks aesthetic practices can use immediately.



10+ years in medical aesthetics marketing

100S of aesthetic practices supported

6+ years speaking at industry events

ABOUT MARY CLAIRE

Built inside the industry, not outside it

Mary Claire Materna is the founder of Social Glow Collective and a social media strategist specializing in medical aesthetics. With more than a decade in medical aesthetics marketing, she has built and led nationwide social programs, trained social media teams and developed strategies for hundreds of aesthetic practices.

Her talks move beyond surface-level advice. She knows what it takes inside a busy practice, and turns complex challenges into clear, actionable frameworks audiences can use as soon as they're back at work.

WHY BOOK MARY CLAIRE

- Deep, insider knowledge of medical aesthetics
- Strategy proven inside hundreds of practices
- Tactical takeaways, not generic tips
- Connects content to leads, bookings and revenue

CAREER EXPERIENCE

Web.com / Yodle

Digital marketing for aesthetic and plastic surgery practices at industry trade shows

Projected Growth Consulting

Built a social program for aesthetic practices into a $1M+ profit line

Aesthetic Management Partners

Social Media Department Manager; grew a 40-account pilot into a paid program

Social Glow Collective

Founder & Creative Director, serving practices nationally

SIGNATURE PRESENTATIONS

Built for working aesthetic practices

01 **The Aesthetic Content Capture System**
How to plan and film weeks of content without slowing down your practice

02 **The New Rules of Social Media for Medical Aesthetics**
What's working now, and what practices need to leave behind

03 **Your Providers Are the Brand**
Building trust, authority and connection through provider-led content

04 **From Scroll to Schedule**
Creating social content that moves prospective patients toward booking

05 **The DM Is the New Front Desk**
Comment-to-DM automation and fast follow-up that turn engagement into booked consults

06 **From Content to Conversion**
Tracing social media to real leads, bookings and revenue, so you know which posts pay off

SELECTED LIVE EVENTS

InMode Ahead of the Curve
2020, 2021, 2022

Elevate Workshops
2021, 2022, 2025, 2026

AMP Owner Summit
2024, 2025

King's College
Guest lecture, 2026

WEBINARS & EDUCATION

Aesthetic Management Partners webinars & marketing masterclasses

Projected Growth Consulting webinars

Practice and team trainings

PAST PRESENTATIONS

How to Film Treatment Content Without Slowing Down Your Schedule

Social Media 101: A Beginner's Guide for Medical Aesthetics

Streamline Your Lead Funnel

From Clicks to Clients

Beyond the Basics: Strategic Social Media

Scroll-Stopping Success: Five Social Media Musts



> *Mary Claire goes beyond the basics and breaks every presentation into actionable, implementable steps.*
>
> AESTHETIC PROVIDER

WHO I SPEAK TO

Practice owners, injectors and providers, practice and marketing managers, device and brand teams, and consultants.

FORMATS

Keynotes · Breakouts · Workshops · Panels · Webinars · Private team education

BOOK MARY CLAIRE

Bring practical, results-driven education to your stage

mc@socialglowcollective.com
socialglowcollective.com/speaking

SCAN TO BOOK