

# Curriculum Vitae

**Female**

**D.O.B. 29 December 1985**

**Number of years working in industry:**

**12 years 1 month**



**Candidate ID Number:** 100339

**Nationality:** Serbian

**Language Skills:**

Fluent: English, Serbian

**Permitted to work in:** Saudi Arabia, Serbia

**Position Sought:** Spa Consultant, Regional Senior Manager, Spa Manager, Salon Manager, Fitness Professional, Operations manager

## Personal Statement

Everyone can be trained and develop. Work should be done with passion and for every problem there is a solution.

Seeking work in international locations

## Employment History:

**March 2024 - Present - Country sales and education manager** at (most recent employer hidden for confidentiality) Dubai, UAE - United Arab Emirates, (Product Company)

### Duties included:

COUNTRY SALES & EDUCATION MANAGER SKIN CARE - UAE

MADI INTERNATIONAL, UAE Key Highlights:

January 2025 - Present

- Responsible for the performance of the companies key sales channels: Spa, Medical Aesthetics (Clinics) & Salons.
- Oversight of the skin care team and tasked with growing the brand portfolio in the UAE
- Oversight of the education department.
- In charge of the skin care academy and responsible for educators performance.
- Training & development focused on skills gap mitigation and strategic sales planning.

COUNTRY SALES MANAGER SKIN CARE - UAE

MADI INTERNATIONAL, UAE March 2024 - December 2024

Key Highlights:

- Responsible for the performance of the companies key sales channels: Spa, Medical Aesthetics (Clinics) & Salons.
- Oversight of the skin care team and tasked with growing the brand portfolio in the UAE
- Training & development focused on skills gap mitigation and strategic sales planning.

- P&L Ownership of an 18.5M Budget Per Annum

### **Products worked with:**

Skin care:

Thalgo, Skeyndoor, Ila, Dermalogica, Histomer and Ayurveda, different customized essential oils.

Hair care: Goldwell, Kevin Murphy, Nashi, Kemon, Loreal.

Nail care: Orly, Lcn, Entity, etc.

Beauty project experience in Furniture for salon and spa.

**March 2020 - April 2021 - Key Accounts Manager** at Madi International , Dubai, UAE - United Arab Emirates, (Product Company)

### **Duties included:**

Developing/Expanding trust relationships with major accounts.

- Acquiring a thorough understanding of key customer needs and requirements.
- Responsible for delivering Monthly/Yearly Targets.
- Ensuring the correct products and services are delivered to customers in a timely manner.
- Resolved issues and problems faced by customers in order to maintain the trust relationship.
- Plays an integral part in generating new sales that will turn into long-lasting partnerships.
- Preparing regular progress reports and forecasts to the senior leadership team.

### **Products worked with:**

Skin care:

Thalgo, Skeyndoor, Depelive

Hair care: Goldwell, Kevin Murphy, Nashi, Kemon, Hairmiles, etc

Nail care: LCN, Orly, Entity, etc.

**March 2019 - December 2019 - General Manager** at Fitness First Middle East, Landmark group, Dubai, UAE - United Arab Emirates, (Health Club)

### **Duties included:**

Responsible for day-to-day operations.

- Leading teams, developing and recruiting
- Responsible for delivering yearly targets, P&L (Fitness, FOH, Membership Sales, Swim Academy, Group Exercise and other products).
- Handling and looking after the customer service experience.
- Organizing indoor and outdoor activities to attract more membership footfall.
- Partnering up with other businesses.
- Developing strategies and training for employees.

**May 2016 - January 2019 - Head Of Operations** at Balance Well-being Spa, Spaces Salon - Landmark Group, Dubai, UAE - United Arab Emirates, (Day Spa)

### **Duties included:**

- Set yearly marketing plan & P&L budget.
- Looking after social media (Adjusting marketing plan towards market flow within the given budget).
- Monitoring progress of SEM and SEO.
- Bringing new vendors (retailers and for professional use).
- Bringing new products/services.
- Doing market research (Spas and Salons).
- Setting up new branding and logo.
- Working closely with projects and interior designers.
- Changing incentive structure for the employees.
- Ensuring that customers have unique, 5\* experience.
- Ensuring operation flow according to municipality and EDD rules & regulations.

- Looking after yoga classes, workshops, etc.
- In charge of all operations, on all department.
- Focusing on operating cost and operating profit.
- Negotiating with vendors and retailors.
- Corporate memberships.
- Developing and recruiting staff.
- Consistent focus on monthly targets, sales promotions, etc.
- Working with brands: Ila (Organic Luxury Spa Brand), Kottakkal (Natural ayurvedic oils and products), Histomer, Dermalogica, L'Oreal, Redken, SRS, Goz, Gelish, Shellac, CND, etc.
- Managing a team of 36 employees.

**Products worked with:**

Ila, Ayurvedic treatment center.

Loreal, Redken, esie, Histomer, Dermalogica, etc.

**February 2015 - April 2016 - Fitness Consultant/ Professional** at Active Life, Dubai, Dubai, UAE - United Arab Emirates, (Home/Mobile)

**Duties included:**

Health and fitness coaching.

- Sports specific training.
- Personal training and dealing with specific injuries.
- Nutritional advice.

**March 2014 - October 2014 - Regional Fitness Manager** at Fitness First Middle East, Landmarkgroup, Dubai, UAE - United Arab Emirates, (Health Club)

**Duties included:**

Managed 10 clubs in the UAE.

- Responsible for achieving the P&L budget for all 10 fitness departments.
- Yearly budget planning.
- Managing & supporting Fitness Managers & club GM's.
- Developing & training Fitness Managers & new GM's in the business.
- International recruitment for Fitness Managers, Assistant Fitness Managers and Personal Trainers.
- Marketing strategies and techniques to promote services to attract new & renewing customers.
- Opening new clubs, designing layouts, recruitment & budgeting.
- Achieving monthly Personal Training sales & conduction revenue budgets.
- REP's accreditation for Personal Trainers / FM's. All to be aligned with the UAE's standards.

**February 2012 - February 2014 - Fitness Manager** at Fitness First Middle East, Landmarkgroup, Dubai, UAE - United Arab Emirates, (Health Club)

**Duties included:**

Worked in 6 different Health Clubs (UAE)

- Exceptional delivery of the given KPIs
- Over achievement of budgets compared to previous years performances (2012 vs 2013).
- Managing, scheduling and administrative duties for over 20 personal trainers.
- Structure gym facility for optimum efficiency and meet the needs of existing clients.
- Structure and manage the staff to share workloads and develop a suitable working environment.
- Promoting inside the club to help new sales and renewal.
- Customer service & experience satisfaction focus on the gym floor.
- Monitor staff and their progress with clients, provide effective feedback and help progress the skills of the PT's to achieve the best results for their clients.
- Train staff in accordance with facility rules & regulations i.e. fire & emergency procedures, complaint handling, etc.

**March 2010 - February 2012 - Fitness Professional** at Fitness First Middle East, Landmarkgroup , Dubai, UAE - United Arab Emirates, (Health Club)

## **Duties included:**

Attend to client's needs where applicable – Personal training, exercise sessions, intense fitness programs, etc.  
• Liaise with doctors, physiotherapists, dieticians and other allied health professionals to devise health and fitness programs for clients.

## **Education and Qualifications:**

### **2016 Dubai**

Lever 3

### **2016 Belgrade's Business School**

### **2013 Beograd's Business School**

Finance and Marketing

## **Vocational Qualifications**

- First Aid. (Several times trained)
- Health and Safety.
- Certified Master Life Coach
- Certified Master NLP Coach
- Certified Master Hypnotist
- Certified Relationship Coach
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## **Hobbies and Interests**

Reading, outdoor activities, meditation, yoga, running and cooking, reformer pilates.

CV created at [www.spastaff.com](http://www.spastaff.com)

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