

# Curriculum Vitae

**Male**

**D.O.B. 16 May 1979**



**Number of years working in industry:**

**17 years 4 months**

**Candidate ID Number:** 112107

**Nationality:** British

**Language Skills:**

Fluent: English

Basic: German

**Permitted to work in:** Maldives, UK - United Kingdom

**Position Sought:** Spa Director, Spa Manager

## Personal Statement

I am hard working and very disciplined when undertaking tasks and self motivation is not a problem for myself.

I am a people person and enjoy guiding and developing teams and staff units to perform and achieve targets.

Happy to work on my own i can also dedicate time and resources to complete complex planning and development activities for revenue and operational improvements.

Seeking work in international locations

## Employment History:

**August 2023 - Present - Spa Manager** at (most recent employer hidden for confidentiality) Accra, Ghana, (5 Star Hotel Spa)

### Duties included:

Within my current role i am responsible for 3 large floors of spa and wellness facilities and staff. The team is 34 persons and covers spa therapists, attendants, reception agents, salon technicians, lifeguards as well as fitness instructors and tennis coaches. Within the department I am responsible for all operational activities and management as well as development and working with other departments to deliver packages and integrated services within the hotel.

Achievements: Adding 15% growth to spa treatment numbers as well as overall revenue Adding \$4 to the overall treatment yield Organising and developing membership as well as growing actual membership by 15 people net, and introducing retention activities. Making improvements to overall operations in line with KEA organisational assessment.

Achieving an average of 85% in operations and facility assessment Completing outreach work with local organisations and businesses to develop membership as well as improve interactive services. Developing salon services through nails, hair and barbering services by 20% through marketing, sales and promotion activities. Increasing overall revenue through training and development of the team as well as promotions. Training and development of the overall team unit to align within Kempinski assessments and procedures. This lead to introducing 5 star principles and guidelines from KEA, Forbes and LQA Developing and introducing new services through local suppliers and initiatives which develop overall service standards and more unique services. Developing a boutique within the facility to offer local goods and retail options which developed guest reviews and options within the hotel. Improve the cafe and overall F&B element to services, plus packages including spa services.

### Products worked with:

Phytomer, Mizani, R&R, Charme d'orient,

**January 2023 - September 2024 - Spa Manager** at Ritz Carlton, Yacht, USA - United States, (5 Star Hotel Spa)

**Duties included:**

My role here was on the flagship yacht within the Ritz Carlton Yacht Collection. Evrima is the first yacht in the new collection which offers 140 suites onboard for 280 guests with a deck dedicated to the spa as well as forward relaxation area. The yacht is built for 5 star luxury and will seek to get the Forbes 5 star award for luxury travel later in early 2024. I report directly into the General Manager and laterally into the shoreside Revenue Manager. Achievements: This position was part of the initial team within the yacht setup. There was a large amount of development work for the spa with regards to policies and procedures and organising the operation. The fundamentals of the spa were in place but my responsibility was to drive them forward and align all team members to the future vision of the spa as well as guide them towards the Forbes 5 Star assessment and internal assessments such as Espa and USPH. I successfully guided the department through the United States Public Health onboard audit, which is a rigorous evaluation of all fixtures, fittings and processes to allow the vessel to operate in US waters. We achieved a score of 94 out of 100. Craig Wright L ANGUAGE English Fluent German Beginner S SOFTWARE SYSTEMS SpaConnect, Spasoft & Book4Time, spabooker Opera & Materials Control Microsoft packages, PowerBi & Forms REFERENCES Alain Trefois Director of Operations alain.trefois@kuramathi.com +9607635030 Rozlaine Hakiki Hotel Manager rozlaine.hakiki@kempinski.com OBJECTIVE My objective professionally is to develop and improve my knowledge and experience within International markets. I have a passion for service, hospitality, as well as spa and fitness products. My career focus is to manage, grow and develop these through resorts and facilities in multiple markets. I guided the team through the Espa internal audit for operations as part of the managed procedures from Espa. This was the first evaluation during operation from Espa. This again was a successful audit with regards to level of service and treatment quality. Managing the operation through an initial opening period as well as managing the staff unit through their initial rotations was completed successfully. Driving revenue consistently as well as being organised to ensure great guest capture and achieving \$25.17 per person per night on board. Implementing new initiatives and features which highlight the spa and service level as well as instilling the Ritz Carlton culture in new team members and developing existing ones.

**Products worked with:**

111Skin, Salt of the Earth, OPI, Kerestace

**October 2019 - January 2023 - Spa Manager at Kuramathi Resort, Male, Maldives, ( Hotel Spa)****Duties included:**

Head of Department for Spa, Fitness & Beauty  
Responsible for 12 treatments rooms, large fitness suite, group exercise timetable, yoga pavilion and wellness classes, hair salon, 4 chair nail salon.  
Overall team size was 21 including therapists, receptionists, stylist spa attendants, fitness instructors.  
Developing the team through training and personal development tasks  
Driven revenue by 10-20% increases month on month during tenure.  
Set targets and forecasting for entire department. This included developing forecasting model and procedure.  
Developed product knowledge and training for all team and introduced new products and services.  
Developed and enhanced stock control measures and reduced overall cost of sale.  
Recruited, trained and promoted team members.  
Worked with hotel departments for F&B options and enhancements.  
Completed international resourcing and purchasing through agents.  
Implemented a new menu and treatments. Writing new protocol for treatments.  
Lead the project for a new booking system and implementation.  
Created internal systems for review and health data collection.

**Products worked with:**

I have worked with Espa, Templespa, Voya, Yonka, Paul Mitchell, Loreal, I have also worked with Alodia and Ayurveda oils. Previously i have worked with Decleor as well as local traditional brands such as Island Apothecary, Ogaa.

I have training and development with Margaret Dabbs as well as Bastien Gonzalez.

**January 2021 - March 2022 - Spa Consultant at Maafushi Varu, Maldives, (5 Star Hotel Spa)****Duties included:**

Here I completed a 3 month consulting role with the pre opening team at Maafushi Varu. I consulted with designers and architects for layout and operational plans for the spa and fitness facilities as well as completing the pre opening equipment and materials list for purchasing teams.

I delivered training and development for all pre opening staff as well as developing the spa supervisor on resort with pre opening and opening tasks.

Reporting directly into the General manager and ownership I delivered all tasks and requests on time and to specification.

### **Products worked with:**

As this was pre opening I was responsible for sourcing all equipment and options from suppliers. This included Alodia in Thailand for oils and spa aromas, as well as essential oils.

I sourced treatment room equipment through sources in Thailand and Europe as well as specific suppliers in Kerala for Ayurveda oils and Goa for tea and amenities for the spa.

The spa brand was Voya and there was also Yonka for certain treatments.

**September 2018 - September 2019 - Spa Manager** at Barnsdale Hall Hotel, Oakham, UK - United Kingdom, ( Hotel Spa)

### **Duties included:**

Within this role I was the leisure and spa manager, with responsibility for the operational management of the 1500 member leisure club with 6 tennis courts, indoor 23m swimming pool, squash courts, gym and group exercise areas. I was also responsible for managing the 9 hole golf course and crazy golf amenities. The spa was 7 rooms and nail bar with a 3 chair hair salon. My main achievements were increase treatment yield by \$7, membership growth by 100 net, and improved hotel package sales with treatment. In general 10% growth on sales.

### **Products worked with:**

Our treatments were performed using Espa as well as certain waxing products and Dermalogica.

Our nail colours were purchased through OPI.

**May 2018 - September 2019 - Assistant Manager** at One & Only, Male, Maldives, (5 Star Hotel Spa)

### **Duties included:**

Within this role I was the assistant spa and fitness manager, reporting directly to the Spa Director. I was operationally responsible for the running of the ultra 5 star resort fitness and spa facilities. Achievements within this role were achieving 5 star results in the LQA resort assessment as well as low 90% scores in the overall brand audit which was conducted by Espa and is extremely stringent and driven.

### **Products worked with:**

Here I was responsible for working with Espa, Bastien Gonzalez as well as Kerastase and localised oils and essential oil.

**October 2017 - May 2018 - Spa Manager** at Mondrian Doha, Doha, Qatar, (5 Star Hotel Spa)

### **Duties included:**

Day to day management of facility and staff

Responsible for the spa facility as well as the team of therapists, fitness instructors, lifeguards as well as spa attendants and reception team.

Completed the initial Forbes 5 star facility assessment and achieved 5 star marks for the initial reviews.

Completed initial membership sales and preopening sales activities for membership within Doha. Pre sales were 100 memberships sold.

Wrote initial policies and procedures for operation based on cultural requirements and facilities.

Deputised for Spa Director when they left, coordinating sales and marketing activities

Delivered service to celebrity clientele to great review.

Received a personal mention within Trip Advisor

### **Products worked with:**

Here I was working with Espa for treatments, Dermalogica for facial treatments as well as Margaret Dabbs for nail treatments.

**May 2016 - October 2017 - Spa Manager** at Walton Hall, Walton, UK - United Kingdom, (5 Star Hotel Spa)

**Duties included:**

Responsible for the 7 room spa as well as 4 chair manicure room, indoor leisure pool as well as fitness suite and group exercise studio.  
The team was 5 therapists and 3 personal trainers as well as reception staff and contracted aerobics and yoga instructors.  
Completing a full refurbishment of the facility  
Maintaining membership attrition as well as growing membership to new younger market  
Growing midweek and white space spa business through third parties and offers.

**Products worked with:**

Here I worked with Decleor as well as OPI and Technogym for the fitness suite

**March 2015 - May 2016 - Health Club Manager** at Andriake Beachclub, Demre, Turkey, Turkey, (5 Star Hotel Spa)

**Duties included:**

I had full operational control of the health club which included, 7 treatment rooms, Turkish Hammam and Turkish Barber. We also had a fitness suite as well as exercise studio and indoor cycling studio. There was a 50m swimming pool as well as swimming lessons and instructor. I was responsible for 6 tennis courts and coaches as well as the mountain bike instructors and route planning.

**Products worked with:**

Here I worked with Templespa and OPI

**September 2008 - March 2015 - Assistant Manager** at Staffordshire University, England, UK - United Kingdom, (Health Club)

**Duties included:**

Here I was responsible for the day to day operations of the leisure facilities and 2 treatment rooms within the overall facilities in Staffordshire University. This was a 2500 member leisure club with outdoor sports pitches and tennis courts as well as large gym, 4 court sportshall and dance studio.

I had responsibility for all operations as well as sales and marketing, health and safety and financial reporting.

**Products worked with:**

Here I worked with Lifefitness and Technogym as well as local spa supplies

**Education and Qualifications:**

**2022 Onsite and in classroom of hotel**

STA Swimming Teachers Association

Pool Plant Operators course. General management as well as site specific add on element.

This included water quality management, structural setup and maintenance of pipework as well as daily operations and chemical management.

**2021 Distance Learning**

HOSPA Level 2

Financial Management within the hospitality industry

**2020 Distance learning**

CIDESCO level 4

Spa Management level 4.

Completed through CIDESCO in all aspects of spa management

## **2013 Distance Learning**

ISRM Level 2

Fitness Management level 2

Covering all aspects of fitness management as well as membership management, retention, sales and attrition.

## **2000 Coventry University**

Degree

BSc Sports Science with Human Resource Management as a minor.

## **1997 Stafford College**

Within this 2 year course I achieved a grade C in Sports Studies. This was at Advanced Level or "A Level."

## **1995 Weston Road High School**

Here i completed 7 GCSEs in the following subjects.

Physical Education grade A

Economics Grade B

Science (Double Award), Mathematics and English (Double Award) Grade C

## **Product Training:**

**October 2022**

**Voya**

Completed product and retail training for this company as well as basic level treatment training. Protocol and procedure for management purposes.

Basic training in protocol and procedures for our treatments as well as product knowledge and detail for retail.

**October 2017**

**Espa**

Here i completed a course in Espana products and ingredients as well as retail and overall product knowledge for operations.

This was a week long course in Espana operations and ingredients for products as well as product knowledge for sales and promotions as well as retail.

## **Vocational Qualifications**

H.O.S.P.A. Level 2 in Financial Management C.I.B.T.A.C. Level 4 Spa Management qualification S.T.A. Pool plant operators qualification L.T.A. Level 1 Tennis Coach Award I.S.R.M. Fitness Management qualification Pitchcare Artificial Surface Management qualification Y.M.C.A Personal Trainer qualification TRX Advanced Trainer qualification I.S.R.M Risk assessment qualification for indoor and outdoor environments Microsoft Excel specialist

## **Hobbies and Interests**

I consider myself very athletic and physically fit. I am interested in playing many sports in particular tennis, as well as gym training and functional fitness training. I regularly play chess online as well as enjoy being creative with photography and art.

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

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