

Curriculum Vitae

Female

D.O.B. 15 September 1970

Number of years working in industry: 16 years 4 months

Candidate ID Number: 116663

Nationality: British

Language Skills:

Fluent: English

Permitted to work in: UAE - United Arab Emirates, UK - United Kingdom

Position Sought: Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager

Personal Statement

I am a creative and self-motivated individual who enjoys working with people. My social skills enable me to communicate effectively. I have a professional, flexible and conscientious outlook to my work and am always willing to turn my hand to any task required of me. Job satisfaction is of primary importance and is ultimately met when I am challenged to use my initiative and resourcefulness for the benefit of the business. I have 25+ years of experience in the Gulf and a thorough understanding of business and culture in the region.

Employment History:

December 2017 - Present - General Manager at (most recent employer hidden for confidentiality) Dubai, (Hair Salon)

Duties included:

- Oversaw Branch(s) day-to-day activities and provided leadership and coaching to keep team motivated.
- Ensured health, safety and hygiene standard procedures are maintained.
- Employees sourcing and training based on business requirement.
- Communicated center policies and ensured full understanding and compliance.
- Identified what development initiatives were worthy for knowledgeable, skilled and productive team thru regular assessment, training and follow-ups to achieve efficiency & uniformity of performance.
- Created Standard Operating Procedures (SOP's) and assured consistency.
- Conducted management meeting to discuss all business related matters.
- Dealt with customer's complaints
- Set revenue goals, initiated monthly & quarterly targets, staff incentives and commissions.
- Identified the business target audience and gave better offers.
- Strived to increase profitability by keeping expenses in check.
- Controlled product's inventory, operational cost and profitability margin
- Utilization of branches capacity at the optimum level. Maintained reasonable payroll.
- Generated and analyzed sales month end reports, P&L report & KPI report.
- Maintained equipment and appliances in highest standards.
- Kept updated product usage, cost per treatment & minimum quantity in stock on the system.
- Maintained solid relationship with vendors and discussed business proposals.
- Stayed fully aware of competitors' activities and kept records where applicable.
- Arranged inter-branches transfers or client's packages conversion and raised credit note.
- Coordinated with corporate marketing team for planned marketing activities
- Maintained licenses, OHC cards of relevant staff and overseeing health & safety compliance and licensing.
- Organized staff administration including holidays, shifts and attendance tracking.
- Prepared letters and memos regarding all aspects required in running the business.
- Asked customer's feedback and advise client's post treatment care.

Products worked with:

All L'Oreal Brands

Kevin Murphy

Redken

Elemis

Babor

Rossano Feretti

April 2016 - December 2017 - Head at Rossano Feretti , UAE, (5 Star Hotel Spa)

Duties included:

- Design & Build: Work with design team and contractor to deliver a luxury Hairspa as per brand guidelines. (Design creation to Build and delivery)
- - Pre-Opening: Organizational structure, of all relative timeline procedures to open new operations of a salon. Working towards operational goals in line with set salon guidelines and brand guidelines. Set-up and host grand opening event.
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 - HR: Overseeing the smooth implementation of all new staff including hiring both locally and internationally, ensure that HR policies and processes are implemented and to pursue compliance with best practices within the brand guidelines. Working closely with the mother company HR department to ensure all brand legal requirements are met.
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 - Operations: To direct, promote, and coordinate salon operations, optimizing efficiency and ensuring that salon objectives, missions and goals are realized, whilst delivering outstanding customer service. Driving the team toward given company and personal targets, offering support as and when required to help them achieve the same.
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- Inventory Management: To manage the centralized stock control team to ensure that the salons are well stocked and operationally equipped to fulfill all treatments offered within the service menu. Cultivate solid business relationships with suppliers and negotiate the best possible purchase prices. Working with senior accounts managers to ensure product expenditure remains within budgetary limits. Work with the accounts team to ensure all payments are processed on time.
- Business Development: Identifies and delivers initiatives to enhance the business and sales.
- Finance: Work with Directors to set budgets and strategies to deliver the P&L. Look at how we can cost save without affecting the delivery of our services.

March 2011 - March 2016 - General Manager at Sisters Beauty Lounge., UAE , (5 Star Hotel Spa)

Duties included:

- Operations: To direct, promote, and coordinate salon operations, optimizing efficiency and ensuring that salon objectives, missions and goals are realized, whilst delivering outstanding customer service. Contribute to short and long-term organizational planning and strategy as a member of the management team. Working with the Directors to development and implementation of organizational strategies, policies and practices.
- Pre-Opening: Organizational structure, of all relative timeline procedures to open new operations of a salon.
- Inventory Management: To manage the centralized stock control team to ensure that the salons are well stocked and operationally equipped to fulfill all treatments offered within the SBL service menu. Cultivate solid business relationships with suppliers and negotiate the best possible purchase prices. Working with senior accounts managers to ensure product expenditure remains within budgetary limits.
- HR: Overseeing the smooth running the HR department, ensure that HR policies and processes are implemented and to pursue compliance with best practices within the company as a whole complying with the UAE labor laws. Overseeing all staff grievances guiding the HR department.
- Franchise Management

September 2009 - March 2011 - Salon Manager at Agalia Salon & Spa, Kuwait, (5 Star Hotel Spa)

Duties included:

- Recruiting, training and development of staff in order to build a solid team of Hairdressers and Beauty Therapists.
- Day to day running of the salon/Spa, working with the team and overseeing their welfare
- Meeting and greeting clients, dealing with customer complaints and
- Maintaining and improving customer relations through media and outdoor advertising
- Stock control management, order processing and all other aspects of salon finances, including banking and paying invoices.

- Managing staffing schedules and work schedules
- Researching new products and introducing new treatments and services to support business growth.
- Assist in developing new marketing concepts and treatments.
- Negotiating with sales representatives, maintenance people and visitors
- Designing and creating all Spa collaterals with taking into consideration the market trend for pricing.
- To work on new projects to promote the business, its focus and expansion plans.
- Develop proper policies & procedures in all aspects of the process from client, booking, receiving, and follow up.

Hobbies and Interests

Horse Riding

CV created at www.spastaff.com

