

# Curriculum Vitae

**Female**

**D.O.B. 27 March 1986**

**Number of years working in industry:**

**20 years 10 months**



**Candidate ID Number:** 11697

**Nationality:** Australian, Dutch

**Language Skills:**

Fluent: English

Basic: Japanese, French, Italian, Arabic

**Permitted to work in:** European Union, Australia, UAE - United Arab Emirates

**Position Sought:** Regional Senior Manager, Treatment Manager / Spa Trainer, College Tutor, Group Spa Training Director

## Personal Statement

An ambitious luxury professional with extensive experience in Operations, Sales and Education Management, Training and Coaching within Aesthetics, Cosmetology, Spa, Skin Care, Makeup Artistry and Fragrance for International Luxury Retail, Cosmetics and Spa Brands.

I have been responsible for developing detailed training strategies and training plans for various International Spa portfolios and Luxury Cosmetic Brands within the MENA region over the past 10 years, establishing training policies and procedures for the regional market whilst developing and adapting training materials, workbooks, treatments and rituals for each brand specifically for the intended market focusing primarily in the Middle East, Northern Africa, India, Central and Southern Asia and the Indian Ocean markets.

In addition, I have been responsible for overseeing both small and large teams of trainers, therapists and sales teams and their ability to successfully coach, demonstrate and communicate on both product knowledge and treatment technique for various luxury makeup, fragrance, hair and skincare brands across 5-star Spas within Luxury Hotels and the Luxury Retail sectors. I have also been responsible for ensuring all trainers and therapists were trained to the highest International standards, assisted marketing and public relations teams as the face of the brand and as an International Brand Ambassador for the Middle East.

Holding International Qualifications in both Beauty Therapy and Makeup Artistry, I am seeking a challenging role where I am able to implement a Global Brand Strategy to directly support the allocated market with the focus on individual market training in order to increase turnover and exceed customer satisfaction across the entire region

I am a professional Individual capable of balancing work and family life. Extremely patient, highly motivated with a passion for the Hotel and Spa Industry. Love work and traveling and absolutely love combining the two. Passionate about providing the best and utmost professional guest experience in Operations, Education, Training, Sales and Personal Development.

## Employment History:

**December 2005 - Present - Part-Time Freelance Retail, Fragrance, Makeup Artistry, Beauty and Spa Trainer**  
at (most recent employer hidden for confidentiality) Australia and Middle East, UAE - United Arab Emirates, (Product Company)

**Duties included:**

As a Professional Beauty Trainer, Educator and Lecturer who has mastered the talents in Aesthetics, Cosmetology, Beauty and Spa Therapies, Skin Care, Makeup Artistry, Perfumery and Fragrances and Retail Training, I have been freelance training going on 10 years specialising in Retail training and Beauty and Spa Therapies.

\*Most recent project included SpaTraining and Business Development for FORLLE'd Luxury anti-ageing skincare.

**Products worked with:**

Most recent work was for FORLLE'd Luxury anti-ageing skincare.

**Career Break - Training - industry-related**

**July 2016 - April 2018 - Regional Sales and Education Manager** at SAMAWA Global, Dubai, UAE - United Arab Emirates, (Product Company)

**Duties included:**

Most recently I was the Regional Sales and Education Manager for Sundari and Miriam Quevedo (SPA and Retail) across the Middle East, Northern Africa, India, Central and Southern Asia and the Indian Ocean. In addition, I also managed the Retail and Sales for the company's concession accounts and managed the Business Development for the Beauty Retail and SPA Business within the company. Brand Partners included; Virgin Megastore, Carrefour, LuLu, Nesto, Union Co-Op as part of the Celebrity Fragrances and Arabic Perfumes Distribution sector. Luxury Hotel Partners include; The Address, Anantara, Four Seasons, Palazzo Versace, Burj Al Arab, Al Barari, St. Regis, The Westin, Rotana, Six Senses, Como Resorts, Talise Spa and Le Meridien for the Luxury SPA and Retail Distribution and Bloomingdale's, Harvey Nichols, Paris Gallery, Salam Stores, Sisters Beauty Lounge, HairLab formed our Luxury Retail Distribution sector.

- Managed the Sales and Education of more than 30 Accounts across 14 Countries.
- Translated corporate and brand strategies into sales strategies, tasks, and processes.
- Achieved quantitative measures of performance in the following areas: Units per transaction, Average transaction value, sales per month, sales per square feet, sales turnover, shrinkage control, increase in conversion percentage.
- Set the store sales targets to maximize the sales and profitability and established monthly reports by country and by store.
- Analyzed sales figures and forecasted future performance.
- Managed weekly and monthly meetings with sales teams to review performance and upcoming animations.
- Established monthly reports on performance and provided regular feedback to ensure high performance levels, define personal target on regular basis and based on business priority.
- Set KPI's and KRA's for direct subordinates and conducted performance appraisal and feedback.
- Adhered to and enforced Company SOP, Policies and procedures; loss prevention audit guidelines in all the stores and monitored the measures to ensure compliance by all the employees.
- Oversaw the implementation and execution of the Visual Merchandising guidelines.
- Recruited and trained the staff on sales techniques, customer service, teamwork, and other etiquettes.
- Monitored slow-moving and out-dated stock.
- Ensured stock security measures were effectively managed by the sales teams and management.
- Adapted and implemented the international brand education strategies for each brand.
- Facilitated and assisted training teams in the delivery of both in-classroom and in-store trainings, coaching, meetings, seminars and workshops. Including basic training, seasonal training, advanced modules geared to specific needs, counter manager training, regional conferences, new product launches, gifting, events and merchandising.
- Customized all presentations and education materials for different audiences.
- Designed and developed training programs based on training needs analysis in line with the brand guidelines.
- Evaluated training results and strategies and provided feedback and recommendations to the General Manager.
- Identified training and development needs through job analysis, performance appraisal/review and feedback of the Management teams.
- Managed the budget in relation to training programs by planning training schedules, evaluate consultant performance, maintaining travel and expense budget and prepared expense reports and maintained field training budget and training materials inventory.
- Worked with store management to develop business strategies and sell-thru programs aimed at building a profitable partnership.

**Products worked with:**

Miriam Quevedo

The Organic Pharmacy

Sundari

**Career Break - Maternity/Paternity leave**

**September 2013 - March 2014 - Regional Training Manager** at Decleor Paris, Carita Paris and Valmont Suisse (Creation Alexandre Miya Paris Distributors) , Dubai, Ukraine, (Product Company)

**Duties included:**

As the Regional Spa and Retail Training Manager for the Middle East I performed the following duties;

- Representation of all International Spa Brands as the Regional Training Manager for the MENA region.
- Responsible for training, coaching, demonstrating and communicating both product knowledge and technique for the luxury skincare brands on treatments and product portfolio.
- Responsible for the setting and developing spa standards to improve guest experiences.
- Management of all trainings in the brand portfolio in both Spa and Retail sectors.
- Ensured that all therapists were trained to the highest International standards.
- Assisted marketing and public relations as an International Brand Ambassador.
- Developed and delivered a detailed training strategy and training plan for the International spa brand portfolio within the region.

Established training policies and procedures for the regional market whilst developing training materials, workbooks, treatments and rituals.

- Delivered trainings across the region on (both product theory and practical rituals) face treatments, body treatments and hair treatments.
- Training territory consisted of 16 countries where I educated Aestheticians, Massage Therapists, Hairdressers, Beauty and Spa Therapists in prestige spas, salons and luxury hotels.
- In addition, I also trained a small portfolio of Makeup and Fragrance brands including BY Terry, Burberry, Dunhill, Mont Blanc, Esteban, Etro and Serge Lutens within the Retail and Travel Retail markets.

#### **Products worked with:**

Decleor Paris, Carita Paris and Valmont Suisse were the key Spa brands that I worked with in addition to a small portfolio of Makeup and Fragrance brands including BY Terry, Burberry, Dunhill, Mont Blanc, Esteban, Etro, Serge Lutens, etc.

#### **Career Break - Training - industry-related**

#### **September 2008 - September 2011 - Senior Beauty Trainer** at Al Tayer, Dubai, UAE - United Arab Emirates, (5 Star Hotel Spa)

#### **Duties included:**

As a Senior Beauty Trainer a.k.a Training Executive, I performed the following extensive list of duties;

- Developed sales training strategies which supported the delivery of company priorities and met operational requirements, ensuring that the best commercial outcome was delivered.
- Responsible for the delivery of divisional Sales Training for new retail starters, influencing the sales style and approach across the business. Areas include Retail, B2B and B2C, telephone sales, objection handling, negotiation skills and closing. Ensuring that their skills and knowledge were enhanced to maximize sales and revenue.
- Ensured that newly recruited field based sales staff were suitably equipped and motivated to make a significant contribution to the business.
- Responsible for delivering training to agreed KPI's to ensure all targets were met and continuous improvements were made.
- Worked in partnership with Marketing, NPD, and R&D to design and promote specific seasonal and new product training in line with wider marketing strategies and company targets.
- Researched, designed and delivered suitable training courses for the staff on an ongoing basis with a view to address their development needs and ensured effective implementation of the training calendar.
- < >veloped, documented and implemented comprehensive annual sales training programs that supported the sales objectives of the organisation.

Recommended sales training solutions for performance issues and potential areas of training.

- Established and implemented a process of training audit through regular store visits to assess training effectiveness on the job to gauge post-training skill development of employees and to suggest enhancements in the training approach.
- Continuously searched for and supported new approaches, practices and processes to improve the efficiency of training services offered.
- Participated in regional, territory and country meetings and trainings supporting in-house sales channels as well as

external partners, department stores and distributors.

- Organised training venues, as required to achieve efficient training attendance and delivery.
- Monitored, measured and reported on staff training and development plans and achievements within agreed formats and timescales.
- Facilitated the process for training needs identification and ensured these inputs were utilized to draw up priorities for training initiatives on an ongoing basis.
- Participated in the succession planning process to identify key talent and focused on improvement of the development areas to ensure readiness.
- Continually worked with HR in the development of the training appraisal process for sales teams and the hiring process of Makeup Artists through conducting trade tests and competency based assessment programs.
- Developed Individual Development Programs for employees who had participated in competency based assessment programs and provided the required tools to facilitate learning objectives.
- Kept up to date with product trends and technical advancements in the beauty and makeup industries.
- Remained abreast with developments in the field of training and recommended suitable approaches that can be adapted in the company.
- Worked with department store managers to develop programmes focused on increasing sales through department store specific activities to establish standards of practice.
- Reviewed effectiveness of education plans on quarterly basis with analysis of all investments and recommendations on how to improve return on investment.
- Communicated and developed a strict set of brand standards, to deliver best in class customer service, ahead of our competition.
- Created Product knowledge and sales development programmes to gain competitor advantage by enhancing product knowledge and staff retention.
- Proposed training and development initiatives based on training needs identification and implemented plans and approaches to meet these effectively through internal and external training resources within the budgetary outlays and in line with business and strategic objectives.
- Established a process of maintaining training information in a systematic manner for ease of reference and retrieval.
- Designed and Implemented Client Registry Cards for continued customer follow-up.
- Worked at store level to identify training needs and reported accordingly.
- Participated in International Events, Fashion Shows, Retail Events and Photo Shoots.
- Worked in conjunction with Marketing to design Corporate Magazine Articles and Advertisements.
- Conducted T-T-T (Train the Trainer) programs with the Trainers to ensure a thorough handover.
- Designed Professional Makeup Artist Brush sets and belts for in-store usage.

#### **Products worked with:**

Responsible for the regional training of U.A.E, Bahrain, Kuwait and Oman. I was also appointed Regional Makeup Trainer for all stores across the GCC including Harvey Nichols and Bloomingdale's department stores and Bobbi Brown boutiques due to my expertise in the field and dedicated Brand Trainer for Fragrance Brands; Diptyque, Caron, Penhaligon's, LÁrtisan and Miller Harris and Skin Care and Spa Brand Trainer for Korres and Missha.

#### **Career Break - Training - industry-related**

**October 2006 - December 2007 - Flagship Account Manager and On-Counter Trainer** at SK-II, Procter & Gamble and David Jones Luxury Department Store, Brisbane, Australia, (Product Company)

#### **Duties included:**

As an Account Manager and On-Counter Trainer, I performed the following duties;

- Maintained sales and service as the priority and met company productivity standards.
- Maximized Sales in order to achieve and exceed monthly sales budgets.
- Utilized all available resources to build personal product knowledge to enhance individual and team sales.

- Built customer relationships and loyalty by providing each customer with a shopping experience that exceeded brand and store expectations and through personal involvement in maintaining a customer file.
- Informed customers of new products and booked client appointments for promotional events.
- Identified candidates for openings, partnered with floor management and SK-II to develop appropriate strategies.
- Fully knowledgeable of and properly executed all systems including P.O.S procedures and department operating procedures.
- Recognized and communicated business opportunities to floor management and account executive including deficiencies in basic stock, sell-thru of deleted stock and receipt of promotional items
- Effectively managed SK-II head office relationships, maximized SK-II Account Executive appointments whilst negotiating for events and support.
- Fostered a quality work environment through leading by example, on-going recognition (communicated to SK-II), timely resolution of consultant conflict and motivational tactics to drive sales and customer recruitment and loyalty.
- Provided system training to all new and incumbent associates and ensured participation at SK-II training seminars.
- Worked with appropriate resource retailers and SK-II to ensure all training needs of individuals were maintained.
- Effectively delegated and followed through on execution of all operational and department standards.
- Achieved the company standard for the Customer Loyalty Program.

**Products worked with:**

SK-II Luxury Japanese Skin Care

**Career Break - Training - industry-related**

**September 2006 - November 2006 - Assistant Account Manager** at Chanel Beauté, Gold Coast, Australia, (Product Company)

**Duties included:**

As an Assistant Account Manager, I performed the following duties;

- Communicated the unique benefits of CHANEL skincare and colour products.
- Through using CHANEL selling tools and collateral materials I was able to use my high level of customer service to meet and exceed budgets. Spending all available time during high traffic periods in front of the counter to capture traffic.
- Increased sales through demonstration, complimentary facials and makeovers.
- Consistently registered new customers in the CHANEL Customer Circle, and followed up with a telephone call within five days of purchasing or sampling to ensure customer satisfaction
- Consistently scheduled follow-up appointments with all new and current customers.
- Built upon the CHANEL Customer Circle by establishing a relationship with new customers and contacting all customers at least five times a year with letters, postcards or telephone calls.
- Consistently aware of competitive products, events and traffic.

**Products worked with:**

Chanel Beauté

**Career Break - Training - industry-related**

**April 2005 - September 2006 - Makeup Artist and Skin Care Expert** at Clinique, Estee Lauder Companies and Myer Luxury Department Store, Gold Coast, Aruba, (5 Star Hotel Spa)

**Duties included:**

As a Makeup Artist and Skin Care specialist, i performed the following duties;

- Actively worked to service and sell to all customers through cosmetic and fragrance demonstrations, providing professional advice and informing all customers about Clinique Services.
- Actively maintained and grew the client file card base according to guidelines set out by the company.
- Notified new and existing clients of upcoming promotional events to maximise sales to gain repeat business and

build customer loyalty.

- Continually achieved and exceeded sales budgets.
- Completed daily and weekly sales reports accurately and on time.
- Maintained adequate stock levels to achieve the desired stock turn-over and ensured orders were placed on the correct date.
- Presented and maintained professional merchandising standards of cosmetic displays.
- Provided strong and effective communication and interpersonal skills.
- Provided excellence in customer service.
- Initiated events for the counter to create a proactive team environment.
- Promoted a friendly, cooperative team environment whilst motivating and inspiring the team.
- Provided client facials and makeovers to the expectations and guideline of Clinique standards.

#### **Products worked with:**

Clinique

**Career Break** - Training - industry-related

#### **Education and Qualifications:**

**2007 Academy of Makeup South Bank, South Brisbane, Queensland, Australia**  
<https://makeuptraining.com.au/>

Diploma

Makeup Artistry

Including; Camouflage, Contouring / Shading & Highlighting, Fashion Parade / Catwalk Bridal Makeup, Fashion design and concept, Fashion Catwalk Makeup, Fashion Print Media Makeup, Creative Makeup, Photographic Makeup - Colour and B & W, Theatrical Makeup, Makeup Continuity, Cultural Makeup, Haute Couture Designs, Hair and Wig Styling, Special Effects, Airbrush Makeup, Tan Application, Tattoos, Body Art, etc.

**2005 Gold Coast Training Academy (Renamed: The French Beauty Academy), Burleigh Heads, Queensland, Australia** <https://www.thefrenchbeautyacademy.edu.au/>

Diploma

Beauty Therapy and Spa Management

Including; Manicure, Pedicure, Nail Art, Pierce Ears, Lash and Brow Treatments (Perming and Tinting) Temporary Epilation (Waxing) and Bleaching Treatments, Swedish and Aromatic Body Massage, Oil Blending with Reflexology, Superficial Lymph Drainage, etc.

Spa Management and Treatments - Plan and Provide Spa Programs and Treatments, Basic and Advanced Facial Treatments incl; use of Galvanic, High Frequency and Microdermabrasion electronic machinery.

Additional Advanced Certificates in Permanent Epilation (Electrolysis), Diathermy, Brazilian Waxing, Advanced Makeup (M.A.C Cosmetics).

**2007 Academy of Makeup**

Diploma of Makeup Artistry. Competent in all areas of the curriculum. Hard Copies available.

**2005 Gold Coast Training Academy now known as The French Beauty Academy**

Diploma of Beauty Therapy. Competent in all areas of the curriculum. Hard Copies available.

#### **Product Training:**

**SKIN CARE CERTIFICATIONS: Carita (France), Decleor (France), Valmont (Switzerland), Elemis (UK), Dr. Murad (USA), Jurlique (Australia) SkinCeuticals (USA), Botanical Extracts (Australia), dermaessentials Prescriptive Skincare (Australia), Ultraceuti**  
Australia and United Arab Emirates

Full brand and Product Knowledge Training on each brand mentioned by their respective International

Trainers across Australia and the Middle East.

#### SKIN CARE CERTIFICATIONS:

Carita (France), Decleor (France), Valmont (Switzerland), Elemis (UK), Dr. Murad (USA), Jurlique (Australia) SkinCeuticals (USA), Botanical Extracts (Australia), dermaessentials Prescriptive Skincare (Australia), Ultraceuticals (Australia), Prescriptives (USA), Lydia Jordane (Australia), ASAP (Australia), SK-II (Japan), MD Formulations (USA), Alpha-H (Australia), Ella Bache (France), Guinot Institut Paris (France), Docteur Renaud (France), Institut Esthederm (France), Pevonia Botanica (USA), ESPA (UK), Thalgo La Beaute Marine (France), Sothys (France), FORLLE'd (Japan), Bvlgari (Italy), Biotherm (France), Aesop (Australia), David Jones Beauty (Australia), Dermalogica (USA), Korres (Greece), Mario Badescu (Romania/USA), Peter Thomas Roth (Hungary), Perricone MD (USA), Erno Laszlo (Hungary/USA), LAB Series (USA).

#### BROW AND LASH CERTIFICATIONS:

ARDELL Lashes (USA), Belmacil - Lash and Brow Tints (Australia).

#### WAXING CERTIFICATIONS:

LYCON precision waxing (Australia), Caronlab (Australia) & Mancine professional (Australia).

## **Vocational Qualifications**

April 2008 - Advanced TESOL Diploma

Completed - Foundation course - Issued International English Teacher License.

Completing the following electives through Distance Education;

- Teaching Pre-School, Grades 1 and 2
- English for Elementary School Ages 8 to 12 (Children)
- Teaching Teenagers English Ages 13 to 19
- TESOL English for Adults
- Teaching International Business
- IELTS and TOEFL Preparation
- TESOL Private Tuition

## **Hobbies and Interests**

Dance, Travelling, Reading, Scuba Diving, Water Sports

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