

# Curriculum Vitae

**Female**

**D.O.B. 28 April 1977**

**Number of years working in industry: 27 years 9 months**

**Candidate ID Number:** 11902

**Nationality:** Australian, British

**Language Skills:**

Fluent: English

Basic: Spanish

**Permitted to work in:** Spain, Italy, Greece, France, Australia, UK - United Kingdom

**Position Sought:** Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager, Complementary Practitioner, Complementary Therapist, Area Sales Representative, Membership Sales Professional

## Personal Statement

A highly motivated and target driven individual with malleable and diverse management skills, which can be used in various aspects of Holistic Health, Retail and Spa sector

An entrepreneurial mindset, initiative, and a drive to excel and achieve result

Ability to smile, perform and achieve under pressure

Spa Operations Manager and Product Developer, working in London for seven years for leading five star Male Grooming Spas

Built up a strong network within the industry

Experience in buying, marketing, public relations, human resources, as well as product development

Qualified Australian Naturopath, since 1998. Diplomas in Herbal Medicine, Homoeopathy, Nutrition, Sports Massage, Aromatherapy and Iridology

Private practise and "at home" naturopathy and massage service for ten years in London

Initially in London worked for Fresh and Wild/Wholefoods as Natural Remedies Manager and in-store Naturopath. In Australia, after graduating I set up successful private practice at two well known clinics in Sydney, expanding clientele, introducing marketing initiatives and product development for three years until moving to London in 2001

My career in London has included business and staff management, product sales, events and promotions, within Harrods, Harvey Nichols and most recently within Selfridges, where I operationally oversaw the opening and continual running of a spa concession two and a half years ago

Seeking work in UK, Australia and other International Locations.

## Employment History:

**August 2007 - Present - group operations manager** at (most recent employer hidden for confidentiality) london, UK - United Kingdom, (5 Star Hotel Spa)

**Duties included:**

Key Achievements:

- Gentlemen's Tonic Concession, Selfridges
  - Operationally oversaw and coordinated the development, planning/ negotiations, recruitment, buying of stock and equipment, and instigated operational procedures for the opening of Gentlemen's Tonic's five star Spa concession within the worlds largest beauty department in Selfridges, London
- Operations: Human Resources, Staff Development, Training, Buying
  - Creating and implementing commission structures, targets and incentives to drive sales/business and reward staff members
  - Developed and implemented Standard Operations Procedure's Manual (SOP) for Gentlemen's Tonic Limited
  - Developed and implemented treatment and service protocols and training manuals for all Gentlemen's Tonic Treatments and Services in order to standardise these
  - Human Resource tasks include payroll, recruitment, rota's, monitoring leave/sickness, staff development, hiring, staff discipline and grievance procedures, trade testing, training staff on all aspects of their roles
  - Operationally managing a team of 30 (therapists, barbers, receptionists and spa managers)
  - Buyer, both retail and professional skincare products and grooming accessories
  - Using Shortcuts software database, statistics and management skills to increase and monitor profit margins, sales growth of new Establishment, Selfridge's year on year and general productivity
  - Maintenance of establishments and equipment ensuring highest standards at all times
- Marketing and Public Relations
  - Writing press releases, creating and distributing bi-monthly client newsletters, writing magazine/newspaper articles, interviews and seasonal promotions
  - Event coordination; such as own brand product launch and co-branded events within Selfridges
  - Public speaking to Selfridge's staff and Directors (500 people) at morning meetings promoting Gentlemen's Tonic internally
- Product and Treatment Development, Brand Representation
  - Development of retail and professional skincare lines and candles e.g. Pre-Shave Oil, Shave Cream, Ingrown Hair Serum, three Hair Styling Creams, Exfoliator, Professional Aromatherapy Massage Oils, Professional Peelable Masks
  - Ensured growth of sales of own brand product line through new and existing stockists, through training, staff incentives, promotions and promotional events and marketing. Stockists include Harvey Nichols, Browns, Lloyds Pharmacy, RAC Club, Cupcakes, John Bell & Croydon
  - Market Research of leading male skincare brands and spa treatments
  - Coordinating own brand product testing, both internally and externally
  - Liaising and financial negotiations with manufacturing, filling and packaging companies to ensure I met with targets
  - Development and writing of treatment protocols and training manuals for own brand products, based on results and active ingredients. Implemented this across whole business and in turn has become a 'product' rolled out to external spa groups
  - Monitored and reduced cost per treatment of spa treatments
  - Packaging design

**Products worked with:**

dermalogica, yonka, skin ceuticals, phyto, gentlemen's tonic, germaine de cappicini, american crew, eshave,

**April 2005 - July 2007 - Regional Senior Manager** at The Refinery, London, UK - United Kingdom, (5 Star Hotel Spa)

**Duties included:**

- Forecast, developed and worked within a budget
- Met and surpassed annual sales targets by an average of 15%
- Stabilised staff turnover, both City and Harrods establishments by implementing personal initiatives, strategy and incentives
- Instigated corporate marketing strategies and corporate discount schemes through HR departments of Deutsche Bank, Lloyds, Morgan Stanley, Fresh Field and Waterhouse, ABM AMRO, and JLT Re
- Coordinated and project managed closure of Bank branch
- Managed team of 14
- Recruitment and Human Resources, rota's, payroll
- Developed and implemented training for staff based on Systems Operations Procedures (SOP)
- Wrote press articles
- Implementing new equipment, products and treatments such as intimate waxing and microdermabrasion
- Maintained and utilised software 'Premier Spa' database

### Products worked with:

American Crew, Dermalogica, Decleor, Phillip Kingsley, Phyto, Skin Ceuticals, Lycon, Aromatherapy Associates

### Education and Qualifications:

#### 1998 Endeavour College Of Natural Therapies

Advanced Diploma Naturopathy Diploma Homoeopathy Diploma Herbal Medicine Diploma Nutrition Certificate Iridology Certificate Bush & Bach Flower Essences

Advanced Diploma Naturopathy

Diploma Homoeopathy

Diploma Herbal Medicine

#### 1995 Australasian College Of Natural Therapies

Diploma Remedial Massage Diploma Aromatherapy

Diploma Remedial Massage

Diploma Aromatherapy

#### 1994 Orange High School

HSC

### Product Training:

**November 2009**      **Yonka**

London

all retail and professional products

**September 2007**      **Dermalogica**

Leatherhead, Surrey

retail and professional products

### Hobbies and Interests

Snow Skiing

Scuba Diving

Walking

Reading

Music

Thearte/Cinema

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

