

# Curriculum Vitae

**Female**

**D.O.B. 17 January 1974**

**Number of years working in industry:**

**21 years 3 months**



**Candidate ID Number:** 11922

**Nationality:** Slovakian

**Language Skills:**

Fluent: English, Slovakian, Czech

Good: Polish, Russian

**Permitted to work in:** European Union, UK - United Kingdom

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

## Personal Statement

Dear Madam/Sir,

I am extremely hard working a keen team member with ability to lead other members of staff and passion for Spa/Leisure industry.

I am self motivated an experienced sales person with an outgoing personality who is confident and approachable with commitment, enthusiasm and energy to succeed in this role. I am self motivated with positive attitude and strive to encourage the members of staff to attain their full potential.

I am working in spa/leisure field more than 20 years, I am strong and confident spa profesional who can really take initiative and provide strong ideas and suggestions to move the business forward with knowledge of the financial element of the business, understanding P&L and being able to analyze budget.

I have a strong people and communication skills, excellent marketing and promotional ideas suitable for 5\*spa and positive, professional attitude to take on the entire recruitment and selection of staff if needed, as I have pre-opening experience of the Spa.

I am vibrant experienced spa/leisure professional with a successful and proven track record. With an accumulated experience of 20 years in the spa industry, I am proud to say that I am knowledgeable, conscientious and innovative in my approach to delivering measurable results for the clients and business.

My personal competencies, which describe the behaviour I have to demonstrate to carry out my position effectively, are:

\*Excellent communication skills.

- Ability to think and respond quickly to issues or guest needs.
- Ability to handle multiple tasks.
- Proven track record in a sales environment.
- Computer literate.
- Excellent interpersonal, organizational and professional skills.
- I am flexible and I can adapt easily.
- Energetic, enthusiastic and motivational.
- I am able to remain calm in stressful situations; i.e. guest issues, high volume days, multitasking.
- Knowledge of spa services and treatments.
- Knowledge of retail operations and inventory systems.
- Able to show initiative and make decisions.
- Excellent customer service skills and be detail oriented.
- Creative in marketing and promotions.

My Values are:

- `Can do` attitude-means getting things done
- Great selling and service-means I love to sell and serve

- Fresh thinking-means I am always looking for new and better ways of doing things
- `One team` - means to create environment where we work well together as a one team

\* Bringing the best out of people

\* `Firm, but Fair` approach

I am looking forward to hear from you soon.

Yours Sincerely,

Martina Crkonova

## Employment History:

**August 2016 - Present - Spa Director** at (most recent employer hidden for confidentiality) Dhaalu Athol, Maldives, (Hotel Spa)

### Duties included:

- This is Pre-Opening role followed by Spa;Wellness & Fitness Director Position when operation is alive.
- As a Consultancy position I was working alongside the Architects, Designers and the stake holders to delive luxury lifestyle resort.
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- CONCEPT & DESIGN DEVELOPMENT
  - -Concept & Theme
  - -Treatment & Development
- PRE-OPENING
  - -Formulate Opening Timeline/Critical Path
  - -Recruitment
  - -Training
  - -Operating Equipment
  - -Spa Supplies and Professional Product
  - -Retail & Accessories
  - -Spa Software
  - -Health and Safety in Spa and Leisure
- POST-OPENING
  - -Marketing Plan
  - -Management Support
  - -Review and Appraisal of Spa Personnel
  - -Operational Systems and Procedures Review
  - -Operational Audits

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

**March 2015 - August 2016 - Spa Consultant** at Te Smith Gate Spa, Nottingham, Maldives, (Day Spa)

### Duties included:

- Pre-opening consultancy position working alongside with Spa Director; Architects; Designers
- CONCEPT & DESIGN DEVELOPMENT

-Concept & Theme

-Treatment & Development

- PRE-OPENING

-Formulate Opening Timeline/Critical Path

-Recruitment

-Training

-Operating Equipment

-Spa Supplies and Professional Product

- Retail & Accessories
- Spa Software
- Health and Safety in Spa and Leisure

- POST-OPENING

- Marketing Plan
- Management Support
- Review and Appraisal of Spa Personnel
- Operational Systems and Procedures Review
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**March 2014 - March 2015 - Spa Director** at Headland, Newquay, UK - United Kingdom, (5 Star Hotel Spa)

**Duties included:**

Responsibilities within this position:

- Managing Spa &Leisure Operations and Budgets
- Selects vendors for spa retail operations and managing contract agreements.
- Oversees retail product research, product selection and purchasing, product display.
- Manages supply inventories and purchasing control, including uniforms.
- Monitors the spa's actual and projected sales to ensure revenue goals are met or exceeded.
- Maintains cleanliness of spa and related areas and equipment.
- Development of Health and Safety policy
- Health and Safety Policy
- Risk Assessments in Spa & Leisure; Gym, public areas
- Training all staff on Health and Safety
- Creating Health and Safety staff handbook
- Managing Spa Sales and Marketing Strategy
- Creates and coordinates special services for groups including group gifting programs, group amenities, group turndown gifts, letters and invitations, creating special spa services for specific groups and spa contract addendum negotiation.
- Develops and Manages spa promotions including gifting programs, gift with purchase, co-op marketing efforts and holiday events.
- Ensures spa services are included in all property-related marketing and advertising.
- Identifies and recommending new products and product enhancements to remain competitive in the market.
- Managing Spa Revenue Management Strategy
- Creating spa budget for next financial year
- Monitoring and Manages the payroll function.
- Managing areas of operation to budget by reviewing operating statements, budget worksheets and payroll progress reports.
- Managing Spa controllable expenses such guest amenities, linen expense, professional products, plants, decorations and paper supplies to achieve or exceed budgeted goals.
- Ensuring and Delivering Exceptional Customer Service/Reception
- Displays leadership in guest hospitality, exemplifying excellent customer service, and creating a positive atmosphere for guest relations.
- Empower employees to provide excellent customer service.
- Strives to improve service performance.
- Training for all employees in service of Excellence
- Conducting Human Resources Activities
- Reviews comment cards, guest satisfaction results and other data to identify areas of improvement.
- Reviews findings with employees to develop appropriate corrective action, sharing plans with property leadership and ensuring corrective action is taken to continuously improve results.
- Interviews and hires management and hourly employees with the appropriate skills to meet the business needs of the operation.
- Develops, implements and maintains a Spa orientation program for employees to receive the appropriate new hire training to successfully perform their job.
- Administers the performance appraisal process for direct report managers.
- Develops business goals and creates appropriate development plans.
- Establishes and maintains open, collaborative relationships with employees and ensuring employees do the same within the team.

Solicits employee feedback, utilizes an "open door" policy and reviewing employee satisfaction results to identify and address employee problems.

**Products worked with:**

Kerstin Florian; VOYA; AA;

**August 2010 - February 2012 - Spa Manager** at Whatley Manor, Malmesbury, UK - United Kingdom, (5 Star Hotel Spa)

**Duties included:**

- \*Hands-on position in 5\* Spa establishment with 7 treatment rooms
- \*Responsible for training of therapist
- \*Ensure excellent customer service is delivered at all times.
- \*Work alongside with a Spa manager and carry out any other duties and responsibilities as assigned.
- \* To promote excellent customer services and deal promptly with customer queries and complaints
- \* To act as a role model for your team
- To prepare and agree budgets and deal with annual forecasts
- To identify areas of improvement and implement action plans
- To ensure merchandise is maintained to the company's high standard
- To recruit, develop, train and coach your team
- To ensure the team is happy, motivated and effective in all they do
- Offer daily briefings to the team
- To manage rotas effectively
- To participate in the opening and closing of the spa
- Stock control - including pricing etc

**Products worked with:**

La Prairie, Payot

**March 2009 - June 2010 - Spa Director** at Whittlebury Hall, Silverstone, UK - United Kingdom, (Day Spa)

**Duties included:**

- Manage Spa front of the house with 5 spa receptionists and 24 treatment stations + 32 therapists, Hair salon + 3 stylists
- Promote and sell customized Spa programs/Leisure Club to conference groups as required.
- Direct operations of the facility (Spa reception, Treatment suite, hair salon, Leisure Club), including short and long range strategic planning so that the Spa operates cost effectively and efficiently.
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- Manage, train, and motivate all THERAPISTS and leaders reporting to this position.
- Serve as a link between the hotel and the Spa industry.
- Ensure excellent customer service is delivered at all times.
- Meet with group meeting planners to show Spa facility and programs as required.
- Promote and sell customized Spa programs/Leisure Club to conference groups as required.
- Tour prospective Spa/Leisure Club Guests.
- Provide and take responsibility for the professional delivery of all information on the telephone and in person to all potential Spa Guests.
- Promote all hotel and Spa packages and promotions.
- Lead in the implementation of 12-month marketing plan, public relations program and identify new opportunities.
- Act as a spokesperson for the Spa/Leisure club
- Maintain thorough knowledge of competitors, including location, product offering, pricing, promotion and sales techniques.
- Administration and implementation of employees training in all aspects of the Spa's operations. i.e. business telephone usage, guest relations, Spa services (massage, body scrubs, facials, etc.), retail sales, etc.
- Ensure effective communication amongst all departments within the hotel.
- Establishment of professional business relationship with all vendors and development of all products inventories.
- Ensure adherence of standard operating procedures for each department.
- Submit monthly report requirements and information to General Manager-Hotel, including monthly business report, and treatment audits.

- Ensure adherence of departmental and facility policies.
- Assist in the recruitment, development and training of all department heads and support staff.
- Ensure that weekly/monthly departmental communication meetings are effective.
- Follow and ensure that all Colleagues follow all safety procedures and practices, lead by example.
- Ensure all departments adhere to all safety practices of WH
- Assist in the development and adherence of all departmental emergency procedures.
- Ensure therapists, spa receptionists have a complete understanding of and adhere to the Spa's policy relating to safety.
- Responsibilities encompass the area of fiscal budgeting and analysis, including the development of annual budgets for the departments within the facility.
- Approve payroll hours and hotel administered service charges/gratuities reports.
- Review daily productivity.
- Monitor scheduling of all services and special programming.
- Review/approve purchase requisitions.
- Within 2 days of the month-end, review profit and loss statement and submit variance report to General Manager.
- Generate monthly facility productivity report.
- Measure the Spa actual performance to budget.
- Prepare operations and capital improvement budget.
- Review expenditures to ensure they are in keeping within the operating budgets.
- Review/approve all invoices before payment.
- Ensure that the Spa department maintains a positive relationship internally and with all departments in the hotel.
- Establish short term and long term goals for each supervisor/Senior therapists and review status of each goal on a monthly basis.
- Attend departmental meetings (i.e. body tech, aesthetics, etc).
- Responsible for supervising all aspects of therapists, spa receptionists (i.e. hiring, recognition, progressive corrective action, etc).
- Responsible for the efficient training of all therapists. Spa receptionists in all aspects of job tasks.
- Responsible for all Spa department's emergency training.
- Ensure therapists, spa receptionists adhere to all Spa standards as stated in the employee handbook.
- Conduct performance appraisals on a timely manner.
- Ensure the Spa is in peak condition at all times (operations and cleanliness).
- Ensure Guest/Member satisfaction at all times by ensuring that safety and service is always the Spa's first priority.
- Ensure cross training of all Colleagues in all applicable positions.
- Carry out any other duties and responsibilities as assigned.

**Products worked with:**

Elemis, Espa, Jessica, Comfort Zone

**February 2007 - January 2009 - Treatment Manager / Spa Trainer** at Thermae Bath Spa, Bath, UK - United Kingdom, ( Hotel Spa)

**Duties included:**

- Pre-opening consultancy alongside with Spa manager
- Close consultancy with marketing&PR department to promote signature treatment Watsu-very unique at that time.
- Hands-on position of the facility -28 treatment rooms+35 therapists (Spa reception, Treatment suite), including short and long range strategic planning so that the Spa operates cost effectively and efficiently along side with Spa manager
- Manage, train, and motivate all therapists, therapists' assistants and leaders reporting to this position.
- Submit monthly report requirements and information to Spa Manager, including monthly business report, and treatment audits.
- Ensure excellent customer service is delivered at all times.
- To mobilize & inspire therapists& spa staff to build a high performing team in order to achieve business goals & service standards.
- To ensure inspirational communication with guests, suppliers & colleagues

**Products worked with:**

Pevonia,

**January 2006 - January 2007 - Spa Consultant** at Spa Resources International, Dubai, UAE - United Arab Emirates, ( Hotel Spa)

**Duties included:**

- Pre-opening consultancy alongside with Spa manager
- Close consultancy with marketing&PR department to promote signature treatment Watsu-very unique at that time.

- Hands-on position of the facility -28 treatment rooms+35 therapists (Spa reception, Treatment suite), including short and long range strategic planning so that the Spa operates cost effectively and efficiently along side with Spa manager
- Manage, train, and motivate all therapists, therapists' assistants and leaders reporting to this position.
- Submit monthly report requirements and information to Spa Manager, including monthly business report, and treatment audits.
- Ensure excellent customer service is delivered at all times.
- To mobilize & inspire therapists& spa staff to build a high performing team in order to achieve business goals & service standards.

**Products worked with:**

Elemis, Ionithermie

**October 2005 - November 2006 - Spa Manager** at Four Seasons , Sydney, Australia, (5 Star Hotel Spa)

**Duties included:**

- Hands-on position in 7 treatment rooms Spa.
- Responsible also for retail and treatment training of spa therapists.
- Work alongside with a Spa manager and carry out any other duties and responsibilities as assigned.

**Products worked with:**

Elemis

**April 2002 - September 2005 - Spa Manager** at Steiner, Princess Cruises, (Cruise Ship)

**Duties included:**

- Managing a multicultural team of therapists, working to set targets
- Direct operations of the facility (Spa reception, Treatment suite, hair salon), including short and long range strategic planning so that the Spa operates cost effectively and efficiently.
- Manage, train, and motivate all therapists and leaders reporting to this position.

**Products worked with:**

Elemis, Ionithermie

**Education and Qualifications:**

**2012**

**2006 Australasian collage of Natural Therapies, Sydney, Australia**

Diploma

Remedial massage & Nutrition

Physiotherapy, Watsu, Cupping, General massage Therapy, Hot stones therapy

Sport massage, Remedial massage, Sport acupressure therapy, Thai massage, Pregnancy massage, Facials, all spa body treatments

**1998 Slovak University of Physiotherapy & Sport Injuries, Slovakia**

CIDESCO Diploma

**1992 Slovak University of Sport, Slovakia**

Diploma in Personal Training & Sport Nutrition

NEBOSH qualifications- Health and Safety

**1982 University of Physiotherapy/Sport**

BSc (Hons)

Physiotherapy & Sport Injuries

## Product Training:

<b>March 2010</b>	<b>Kerstin Florian, La-Tya, Comfort Zone-Sacred Nature, La Prairie, Payot, Aromatherapy Associates, Elemis, ESPA, Ila-spa,</b> Within my therapy career
<b>March 2010</b>	<b>Elemis, Pevonia, Espa, Clarins, Anne Semonin</b> Within my therapy career

## Vocational Qualifications

Diploma in Nutrition, First Aid, Health & Safety(NEBOSH);

## Hobbies and Interests

sport, books, cinema, meditation, chinese medicine, fishing, meeting people.

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

