

Curriculum Vitae

Female

D.O.B. 03 March 1965

Number of years working in industry: 38 years 6 months

Candidate ID Number: 12381

Nationality: South African

Language Skills:

Fluent: English, Afrikaans

Basic: German, Italian

Permitted to work in: South Africa

Position Sought: Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager, Spa Co-ordinator, Assistant Manager, Head Therapist, Senior Therapist, College Tutor, Area Sales Representative

Personal Statement

I am a driven individual that loves change, challenges and working hard. I want to learn and travel as much as i can in my life.

Seeking work in International Locations and Cruise Ships.

Employment History:

January 2009 - Present - Brand Manager at (most recent employer hidden for confidentiality) Johannesburg, South Africa, (Product Company)

Duties included:

Creation of product with the help of a scientist

Launching it into the localmarket

creation of all written material like training manuals, costings, price setting, ingredient info

Training of all potential clients

Finding new clients

building client base

creation of signature treatments for a variety of clients

Sales staff motivation

Product training

Admin, budget and target management in national and regional offices

Planning orders, promotions,launches

Analising sales and targets of each product category to determine if ranges should be further developed

Products worked with:

RVB

Babor

Academie Scientifique de Beauty

Clarins

Gatineau

[comfort zone]

skin sphere

February 2016 - Present - Brand manager at Aloway natural health products, Johannesburg, South Africa, (Product Company)

Duties included:

- Product development and packaging
- identify possible markets locally and abroad
- Creating communication like lables, training manuals, pr material, outer packaging
- co ordination of design function, formulas and testing of target market
- compiling sell in and sell through strategy
- Identifying areas in the market where we can be competitive
- Costing and Pricing
- Intense market study to study competitors

Products worked with:

Curaloe

June 2014 - January 2016 - Spa Consultant at clarins SA, Johannesburg, South Africa, (Day Spa)

Duties included:

- Identify weaknesses and strengths in the business
- Improve operating procedures
- Menu selection changes
- Identify training weakness
- Improve profitability
- Improve stock processes
- Improve client relationships
- Improve compliance with French principal company
- Set targets and plans to achieve target
- Changes to interior and management of housekeeping

Products worked with:

Clarins

February 2012 - June 2014 - Regional Senior Manager at Orleans Distributors, Johannesburg, South Africa, (Product Company)

Duties included:

Key account manager with existing clients

Building a new customer base

Product training

Launches

Promotions

Assiting clients to build their businesses

Products worked with:

RVB

September 2003 - July 2009 - South African Distributor at Pi Industries, Johannesburg, South Africa, (Product Company)

Duties included:

Sourcing the product from Italy

Negotiation of distribution contract

Training in Italy and then training therapists in South Africa

Launching product in SA

Product training

Spa skills training

Set up of menu for the spa to suit their needs

Sourcing clients

Building market share

Constant training in spa to increase sales and achieving targets.

Finding sales staff, training motivation and co ordination

Planning promotions, launches and then buying from supplier to suit those needs

Planning procurement versus budget

Exhibitions planning and set up

Products worked with:

[comfort zone]

February 2001 - October 2003 - Business Development Manager at Koko Importers, Johannesburg, South Africa, (Product Company)

Duties included:

Finding market share

Sourcing local spa and salon to use product

Building business nationally

Finding new business

Product training

Set up of menu for the spa to suit their needs

Training in spa to increase sales and achieving targets.

Finding sales staff, training motivation and co ordination

Planning promotions, launches

Exhibitions planning and set up

Products worked with:

Academie Scientific de beaute - Paris

January 2000 - January 2001 - South African Distributor at Four Seas cosmetics, Johannesburg, South Africa, (Product Company)

Duties included:

Sourcing product from UK

Negotiating distribution contract

Planning purchase orders, launches and pricing placement in SA

Selling/Product training and skill training courses

PR Duties to promote the benefits of Aromatherapy, essential oils and wellness

Presenting Aromatherapy courses to Students across SA

Products worked with:

Eve Taylor Aromatherapy oils UK

March 1998 - December 1999 - Regional Senior Manager at Koko Importers, Johannesburg, South Africa, (Product Company)

Duties included:

Finding market share

Sourcing local spa and salon to use product

Building business nationally

Finding new business

Product training

Set up of menu for the spa to suit their needs

Training in spa to increase sales and achieving targets.

Finding sales staff, training motivation and coordination

Planning promotions, launches

Exhibitions planning and set up

Products worked with:

Academie Scientifique de Beaute Paris

September 1996 - February 1998 - General Manager at Babor South Africa, Johannesburg, South Africa, (Product Company)

Duties included:

Admin, management and daily running of the Company in SA

Planning procurement from Germany

Managing sales staff, admin staff and packing staff

Planning launches and promotions

Setting targets to satisfy budgets, motivating staff to achieve it

Management of a total staff complement of 20

Product training

All A level client management and support

Building market share

Products worked with:

Babor SA

July 1992 - August 1996 - Regional Senior Manager at Cosmetics plus, Johannesburg, South Africa, (Product Company)

Duties included:

Admin, management and daily running of the Johannesburg office

Planning procurement from Cape Town office

Managing sales staff, admin staff and packing staff

Planning launches and promotions

Setting targets to satisfy budgets, motivating staff to achieve it

Management of a total staff component of 4

Product training

All A level client management and support

Building market share by finding new clients

Products worked with:

RVB - Italy

December 1991 - June 1992 - Spa Manager at Constantia Health and Skin care, Cape Town, South Africa, (Skin Clinic)

Duties included:

General salon management

Placing orders

doing treatments

selling retail

Planning promotions

Taking care of clients

General salon management

Products worked with:

RVB

Environ

January 1990 - November 1991 - Sales co ordinator at Cosmetics plus, Stellenbosch, South Africa, (Product Company)

Duties included:

Managing a sales staff component of 20

Preparing training manuals, presentation files and product kits to assist in sales function

Promotional activities all over SA

Training Activities all over SA

Setting budgets

Planning Targets and activities to achieve sales

Products worked with:

RVB
Isa Carstens skin care

January 1987 - December 1989 - College Tutor at Isa Carstens Academy, Stellenbosch, South Africa, (College)

Duties included:

I was responsible to teach the following:

Body care skills: waxing,swedish massage, pedicure,manicure, machines

Aromatherapy

manual lymph drainage

Bacteriology

Dermatology

Business Administration

client care

Products worked with:

Clarins

Gatineau

RVB

Babor

Education and Qualifications:

- 1995 University of South Africa**
B.Commerc degree
- Business Administration and Business Economics
- 1986 Isa carstens Academy for health and skin care**
Diploma in Beauty Therapy,Cidesco,Cibtac,Babtac
- Beauty therapy
- 1983 Boesmanland HIgh school**
Senior Matriculation with exemption

Product Training:

August 2014	Clarins <ul style="list-style-type: none">• Johannesburg• Clarins head office• Retail training• Professional method• Sales training• marketing training
February 2012	RVB Cape Town

Orleans distributors

- Product training
- Method training
- Sales training

June 2008 [comfort zone]

Italy

annual training from 2003 to 2008 on product, ingredients, techniques, massages and rituals

April 1999 Academie scientifique de beaute

South Africa and France

Basic training in south africa and more in depth in France

September 1997 Babor

South africa and Germany on two occasions

Basic product training in south africa

Specialised training in Germany

Special techniques in Germany

August 1996 RVB

South Africa and Italy

Product training and machine training in SA and also in Italy on 5 occasions

Hobbies and Interests

Oriental diagnosis by reading the face and feet

Massage design and development

Signature treatment design

Menu diversity and design

client analysis and custom making treatments to suit them

Product design and development

CV created at www.spastaff.com

