

Curriculum Vitae

Female

D.O.B. 26 August 1986

Number of years working in industry:

18 years 9 months



Candidate ID Number: 12740

Nationality: British, British

Language Skills:

Fluent: English

Basic: Tagalog, Spanish

Permitted to work in: Singapore, India, Hong Kong, UK - United Kingdom

Position Sought: Spa Director, Spa Manager, Salon Manager, Spa Co-ordinator

Personal Statement

• MAGAZINE & PUBLICATIONS

- Hospitality Connoisseur Publication, India, 09/27/2020
- Business World Publication, Philippines, 12/08/2017
- Manila standard Publication, Philippines, 11/28/2017
- Spa Business Publication, United Kingdom, 9/29/2016
- Leisure Opportunities Publication, United Kingdom, 09/26/2016
- PhilStar Lifestyle Newspaper, Philippines, 09/24/2017
- Attractions Management Publication, United Kingdom, 09/29/2016
- HCM Fitness Publication, United Kingdom, 09/26/2017
- Spa Americas Publication, United States of America, 02/2017
- Magnificent Magazine, Egypt, 10/16/2016
- American Spa Digital Publication, United States of America, 09/09/2016
- Spa Business Publication, United Kingdom, 09/09/2015
- Spa Americas Digital Magazine, United States of America, 09/09/2015
- Marie Claire Magazine, Malaysia, 09/2015
- Raison D'etre, Industry Newsletter, Sweden, 09/11/2015
- Abode Magazine, Qatar, 12/2014

ON-CAMERA TELEVISION INTERVIEWS

- Sigma TV, MedTech, Philippines, 03/2021
- Business News Asia TV Show, Philippines, 03/01/2018
- Graceful Living TV Show, ANC, Philippines, 2017
- ANC City Scape TV Show, Philippines, 2017
- TV Interview by Israeli Journalist, Westin Hotel Egypt, 2016

- TV Interview by Hurghada Egypt UK Journalist on Cascades spa, Egypt, 2015
- Post Award Interview of International Award, World Luxury Spa Awards, Switzerland, 06/2016

JUDGE & PANNELIST

- October – ITB Asia Judge / Panelist Speaker, Singapore, 2018
- ITB Asia, Asia’s Leading Travel Trade Show, for key industry leaders in the region with over 11,000 attendees.

SELF AUTHORED

- Metro Style Magazine, Manila, Philippines 02/13/2019
- The 3rd International Conference and Expo on Cosmetology & Trichology, Bio Cosmetics versus Classical Cosmetics, Las Vegas, United States of America 07/21/2014
- Editorial Board of Journal of Dermatology, Singapore, 8 Issues, 04/01/2016 to 01/2017

ON STAGE SPEAKER ENGAGEMENTS:

- Chairwoman - 3rd Hospitality Summit, Manila, Philippines 03/11/2020
- Moderator - 4th HPC Hospitality Philippines Conference, Manila, Philippines 3/10/2019
- Speaker - Beauty Wellness Manila Speaker Manila, Philippines 09/20/2018
- Invited to speak at the 3rd International Conference on Dermatology and Cosmetology Tokyo, Japan, 05/18/2022

INVITATION ONLY CONFERENCES

- Global Wellness Summit (GWS) Miami, Florida, United States, is an invitation-only event for worldwide top-level executives, annual delegate from 2014 to present.

TOP CONSULANT LISTINGS

- Named as one of the Top 75 Global Spa Consultants by GWI, Global Wellness Institute
- Spa and Wellness Development corporation, ‘Global Spa Development’ is listed as a top global wellness consultancy amongst 140 international specialists at the Global Wellness Institute, Miami, Florida, United States

INTERNATIONAL MEMBERSHIPS:

- Membership: Singapore - Board Member of Journal of Procedural Dermatology
- DSA: Day Spa Association Member, Scottsdale Arizona, United States
- ISPA: International Spa Association Member, Lexington, Kentucky, United States

Employment History:

January 2009 - Present - Founding President at (most recent employer hidden for confidentiality) World Wide, Singapore, (5 Star Hotel Spa)

Duties included:

Tanya Talreja

Tanya@gsdcorporation.com: +639052268719

WORK EXPERIENCES

- GSD Spa and Wellness Corporation, Manila, Philippines & USA - Owner & President, 08/2016 to Present

o Dallas, Texas based international consultancy for luxury spas, salons, and health clubs. Services include feasibility, business development, financial reporting, full design, pre-opening, and daily operations.

Major Clients:

o WTS International, Rockville, MD, USA - Regional Director, Southeast Asia, 03/06/2020 to 02/31/2022 o Oversaw 17 Countries in Southeast Asia. Sourcing leads with luxury hospitality property management and

operator groups, hotels and resorts, real estate developers, and architects. Producing feasibility reports, planning,

design, and operational support services for all spas, salons and leisure facilities.

o Donatela Resort and Sanctuary, Bohol, Philippines - Principal Spa Consultant, 03/05/2019 to Present o Conducted a comprehensive hospitality audit report; and provide expert opinions on the renovation of the

existing wellness facilities, for luxury conversion.

o Emerald Bay Resort and Casino, Mactan, Philippines, Principal Spa Consultant, 12/13/2017 to Present o Dubbed The Next “Las Vegas” of the Philippines, collaborating with Steelman Partners of Las Vegas, Nevada

for this \$650,000,000 Resort. Conducted comprehensive research, conceptualization, design, business and financial planning, tendering, construction, and handover. For the spa, salon, barber, gym facilities.

o Studio Russian, Bonifacio Global City, Philippines, Salon Consultant, 03/13/2017 – 05/01/2017

o Provided consulting services for feasibility, concept, design, business development, and financial feasibility.

- Cascades Spa & Thalasso, Hurghada, Egypt - Area Spa Director, 08/15/2015 to 08/15/2016
Directed 60 members of staff of all levels and departments. 3 Luxury Spas, 4 Cabanas, including the 80,000 SQ. FT flagship spa, one of the largest spas in the world with 65 treatment rooms.
- Managed all departmental operations for all resort spas, salons, and gyms in Westin, Kempinski, Sheraton, Robinson Club, Breakers, Kite Club with close coordination with the Resort General Managers.
-
- retail, treatments, staff training, and customer service.
- Winner & Recipient of World Luxury Spa Awards 2016, St Moritz, Switzerland.
- Finalist at the World Spa Awards 2016, London, England
- Hermas Salon Consultancy Doha, Qatar - Consultant & Designer, 08/06/2014 to 04/02/2015
- Consulted and supervised the entire process including the concept, design, financials, business development, tendering, equipment, sops, and construction.
- Dazzling Diva, Doha, Qatar - Manager & Designer, 01/03/2014 to 11/09/2014
- Owned by the Royal Family the Al Thani's. Hired by and reported directly to the Al Thani, Sheikh of Qatar.
- For exclusive usage by the Qatar Princesses (Sheikhas) and VIPs at the salon and at their Private Palace.
- Brought the salon into profit within the first month of joining, after two years of financial deficit.

◆--◆ Management of operations, design, budgets, showing a proven sales track record in both sales and marketing.

Developed sales targets, budgets, monitoring transactions, financial reports through comprehensive analysis.

Supervised HR, payroll,

- Holistic Day Spa, Spa Nourifusion, Singapore - Managing Director / Owner, 01/05/2009 to 12/10/2013
- Directed all treatments, services, sales, training, and operations. Achieved a profitable increase after the investment expenses within the first year and upgraded to an extensive 5000 sq. ft. space spa in to the Holiday Inn Hotel Singapore.
- Guerlain & Spa Chakra, Gstaad, Switzerland - Beauty & Spa Therapist, 12/15/2008 to 12/21/2008
- Paid training for therapeutic services in all forms of holistic body, beauty, facial and water therapies with proficient knowledge of anatomy & the physiology of the face and body, olfactory system, nervous system.
- Prince of Jaipur, Manila, Philippines - PT Supervisor, 05/06/2004 to 01/03/2005
- Supervised 50 members of staff for all business transactions including the retail, scheduling, cleanliness, quality control and maintenance. Improved financial revenue per quarter through marketing, events, and sales strategies

HONORS & AWARDS

- EB1-A Extraordinary Ability Visa, United States of America - Approved & Under Process 02/2022
- Award Winner, Best Spa Consultancy Asia, Resorts and Retreats Awards, United Kingdom 09/2020
- Award Winner, Top 100 CEO's, United Kingdom 08/2019
- Award Winner, Best Spa Consultancy Asia, Hotel Spa Awards, United Kingdom 07/2019
- International Award Winner, World Luxury Spa Awards, St. Moritz, Switzerland 06/2016

- Finalist for The World Spa and Wellness Awards, United Kingdom 02/2016

MAGAZINE & PUBLICATIONS

- Hospitality Connoisseur Publication, India, 09/27/2020
- Business World Publication, Philippines, 12/08/2017
- Manila standard Publication, Philippines, 11/28/2017
- Spa Business Publication, United Kingdom, 9/29/2016
- Leisure Opportunities Publication, United Kingdom, 09/26/2016
- PhilStar Lifestyle Newspaper, Philippines, 09/24/2017
- Attractions Management Publication, United Kingdom, 09/29/2016
- HCM Fitness Publication, United Kingdom, 09/26/2017
- Spa Americas Publication, United States of America, 02/2017
- Magnificent Magazine, Egypt, 10/16/2016
- American Spa Digital Publication, United States of America, 09/09/2016
- Spa Business Publication, United Kingdom, 09/09/2015
- Spa Americas Digital Magazine, United States of America, 09/09/2015
- Marie Claire Magazine, Malaysia, 09/2015
- Raison D'être, Industry Newsletter, Sweden, 09/11/2015
- Abode Magazine, Qatar, 12/2014

ON-CAMERA TELEVISION INTERVIEWS

- Sigma TV, MedTech, Philippines, 03/2021
- Business News Asia TV Show, Philippines, 03/01/2018
- Graceful Living TV Show, ANC, Philippines, 2017
- ANC City Scape TV Show, Philippines, 2017
- TV Interview by Israeli Journalist, Westin Hotel Egypt, 2016
- TV Interview by Hurgada Egypt UK Journalist on Cascades spa, Egypt, 2015
- Post Award Interview of International Award, World Luxury Spa Awards, Switzerland, 06/2016

JUDGE & PANNELIST

- October - ITB Asia Judge / Panelist Speaker, Singapore, 2018
- ITB Asia, Asia's Leading Travel Trade Show, for key industry leaders in the region with over 11,000 attendees.

SELF AUTHORED

- Metro Style Magazine, Manila, Philippines 02/13/2019
- The 3rd International Conference and Expo on Cosmetology & Trichology, Bio Cosmetics versus Classical Cosmetics, Las Vegas, United States of America 07/21/2014
- Editorial Board of Journal of Dermatology, Singapore, 8 Issues, 04/01/2016 to 01/2017

ON STAGE SPEAKER ENGAGEMENTS:

- Chairwoman - 3rd Hospitality Summit, Manila, Philippines 03/11/2020
- Moderator - 4th HPC Hospitality Philippines Conference, Manila, Philippines 3/10/2019
- Speaker - Beauty Wellness Manila Speaker Manila, Philippines 09/20/2018
- Invited to speak at the 3rd International Conference on Dermatology and Cosmetology Tokyo, Japan, 05/18/2022

INVITATION ONLY CONFERENCES

- Global Wellness Summit (GWS) Miami, Florida, United States, is an invitation-only event for worldwide top-level executives, annual delegate from 2014 to present.

TOP CONSULTANT LISTINGS

- Named as one of the Top 75 Global Spa Consultants by GWI, Global Wellness Institute
- Spa and Wellness Development corporation, 'Global Spa Development' is listed as a top global wellness consultancy

amongst 140 international specialists at the Global Wellness Institute, Miami, Florida, United States

INTERNATIONAL MEMBERSHIPS:

- Membership: Singapore - Board Member of Journal of Procedural Dermatology
- DSA: Day Spa Association Member, Scottsdale Arizona, United States
- ISPA: International Spa Association Member, Lexington, Kentucky, United States

EDUCATION/CERTIFICATIONS/LICENSES

- Awarded with all honors and privileges the Health Club & Gym Management Certificate 06/21/22 by ASFA The American Sports & Fitness Association. CI Number: 102117
- Awarded the CPAES Diploma in Applied Science, Singapore – 05/25/2009 - 05/25/2010 - License Number: P090702. Aesthetics, Pre-Medical Diploma. Entry to undergraduate program of nutrition, biology, medical science at the University Canberra Australia
- Received a Certificate of training - Spa Chakra, Gstaad. Switzerland. 12/15/2008 to 12/21/2008 Body and Beauty treatments. Spa Chakra Alliance is a worldwide network of luxury Spas.
- Awarded the Esthetic Course of Certification in Bali, Indonesia. 10/11/2008 Traditional Balinese Body Massage at Sekar Jagat Jimbaran, Bali, Indonesia.
- Awarded the Beauty Therapist Course Level 3, FIL Beauty Spa Academy 05/05/2008 to 09/16/2008 License Number: CIBAA0901AF.
- Acquired Credits from Raffles Design Institute College, Singapore 01/03/2005 to 12/20/2007 - Fashion Marketing & Fashion Design.
- Acquired Credits from Raffles Design Institute, Manila, Philippines 07/01/2004 to 12/23/2004 - Fashion Design

Products worked with:

Tanya Talreja

Tanya@gsdcorporation.com: +639052268719

WORK EXPERIENCES

- GSD Spa and Wellness Corporation, Manila, Philippines & USA - Owner & President, 08/2016 to Present

o Dallas, Texas based international consultancy for luxury spas, salons, and health clubs. Services include feasibility, business development, financial reporting, full design, pre-opening, and daily operations.

Major Clients:

o WTS International, Rockville, MD, USA - Regional Director, Southeast Asia, 03/06/2020 to 02/31/2022 o Oversaw 17 Countries in Southeast Asia. Sourcing leads with luxury hospitality property management and

operator groups, hotels and resorts, real estate developers, and architects. Producing feasibility reports, planning, design, and operational support services for all spas, salons and leisure facilities.

o Donatela Resort and Sanctuary, Bohol, Philippines - Principal Spa Consultant, 03/05/2019 to Present o Conducted a comprehensive hospitality audit report; and provide expert opinions on the renovation of the

existing wellness facilities, for luxury conversion.

o Emerald Bay Resort and Casino, Mactan, Philippines, Principal Spa Consultant, 12/13/2017 to Present o Dubbed The Next "Las Vegas" of the Philippines, collaborating with Steelman Partners of Las Vegas, Nevada

for this \$650,000,000 Resort. Conducted comprehensive research, conceptualization, design, business and financial planning, tendering, construction, and handover. For the spa, salon, barber, gym facilities.

o Studio Russian, Bonifacio Global City, Philippines, Salon Consultant, 03/13/2017 - 05/01/2017

o Provided consulting services for feasibility, concept, design, business development, and financial feasibility.

- Cascades Spa & Thalasso, Hurghada, Egypt - Area Spa Director, 08/15/2015 to 08/15/2016
Directed 60 members of staff of all levels and departments. 3 Luxury Spas, 4 Cabanas, including the 80,000 SQ. FT flagship spa, one of the largest spas in the world with 65 treatment rooms.
- Managed all departmental operations for all resort spas, salons, and gyms in Westin, Kempinski, Sheraton, Robinson Club, Breakers, Kite Club with close coordination with the Resort General Managers.
-
- retail, treatments, staff training, and customer service.
- Winner & Recipient of World Luxury Spa Awards 2016, St Moritz, Switzerland.
- Finalist at the World Spa Awards 2016, London, England
- Hermas Salon Consultancy Doha, Qatar - Consultant & Designer, 08/06/2014 to 04/02/2015
- Consulted and supervised the entire process including the concept, design, financials, business development, tendering, equipment, sops, and construction.
- Dazzling Diva, Doha, Qatar - Manager & Designer, 01/03/2014 to 11/09/2014
- Owned by the Royal Family the Al Thani's. Hired by and reported directly to the Al Thani, Sheikh of Qatar.
- For exclusive usage by the Qatar Princesses (Sheikhas) and VIPs at the salon and at their Private Palace.
- Brought the salon into profit within the first month of joining, after two years of financial deficit.

◆--◆ Management of operations, design, budgets, showing a proven sales track record in both sales and marketing.

Developed sales targets, budgets, monitoring transactions, financial reports through comprehensive analysis.

Supervised HR, payroll,

- Holistic Day Spa, Spa Nourifusion, Singapore - Managing Director / Owner, 01/05/2009 to 12/10/2013
- Directed all treatments, services, sales, training, and operations. Achieved a profitable increase after the investment expenses within the first year and upgraded to an extensive 5000 sq. ft. space spa in to the Holiday Inn Hotel Singapore.
- Guerlain & Spa Chakra, Gstaad, Switzerland - Beauty & Spa Therapist, 12/15/2008 to 12/21/2008
- Paid training for therapeutic services in all forms of holistic body, beauty, facial and water therapies with proficient knowledge of anatomy & the physiology of the face and body, olfactory system, nervous system.
- Prince of Jaipur, Manila, Philippines - PT Supervisor, 05/06/2004 to 01/03/2005
- Supervised 50 members of staff for all business transactions including the retail, scheduling, cleanliness, quality control and maintenance. Improved financial revenue per quarter through marketing, events, and sales strategies

HONORS & AWARDS

- EB1-A Extraordinary Ability Visa, United States of America - Approved & Under Process 02/2022
- Award Winner, Best Spa Consultancy Asia, Resorts and Retreats Awards, United Kingdom 09/2020
- Award Winner, Top 100 CEO's, United Kingdom 08/2019
- Award Winner, Best Spa Consultancy Asia, Hotel Spa Awards, United Kingdom 07/2019
- International Award Winner, World Luxury Spa Awards, St. Moritz, Switzerland 06/2016
- Finalist for The World Spa and Wellness Awards, United Kingdom 02/2016

MAGAZINE & PUBLICATIONS

- Hospitality Connoisseur Publication, India, 09/27/2020
- Business World Publication, Philippines, 12/08/2017
- Manila standard Publication, Philippines, 11/28/2017
- Spa Business Publication, United Kingdom, 9/29/2016
- Leisure Opportunities Publication, United Kingdom, 09/26/2016

- PhilStar Lifestyle Newspaper, Philippines, 09/24/2017
- Attractions Management Publication, United Kingdom, 09/29/2016
- HCM Fitness Publication, United Kingdom, 09/26/2017
- Spa Americas Publication, United States of America, 02/2017
- Magnificent Magazine, Egypt, 10/16/2016
- American Spa Digital Publication, United States of America, 09/09/2016
- Spa Business Publication, United Kingdom, 09/09/2015
- Spa Americas Digital Magazine, United States of America, 09/09/2015
- Marie Claire Magazine, Malaysia, 09/2015
- Raison D'être, Industry Newsletter, Sweden, 09/11/2015
- Abode Magazine, Qatar, 12/2014

ON-CAMERA TELEVISION INTERVIEWS

- Sigma TV, MedTech, Philippines, 03/2021
- Business News Asia TV Show, Philippines, 03/01/2018
- Graceful Living TV Show, ANC, Philippines, 2017
- ANC City Scape TV Show, Philippines, 2017
- TV Interview by Israeli Journalist, Westin Hotel Egypt, 2016
- TV Interview by Hurgada Egypt UK Journalist on Cascades spa, Egypt, 2015
- Post Award Interview of International Award, World Luxury Spa Awards, Switzerland, 06/2016

JUDGE & PANNELIST

- October - ITB Asia Judge / Panelist Speaker, Singapore, 2018
- ITB Asia, Asia's Leading Travel Trade Show, for key industry leaders in the region with over 11,000 attendees.

SELF AUTHORED

- Metro Style Magazine, Manila, Philippines 02/13/2019
- The 3rd International Conference and Expo on Cosmetology & Trichology, Bio Cosmetics versus Classical Cosmetics, Las Vegas, United States of America 07/21/2014
- Editorial Board of Journal of Dermatology, Singapore, 8 Issues, 04/01/2016 to 01/2017

ON STAGE SPEAKER ENGAGEMENTS:

- Chairwoman - 3rd Hospitality Summit, Manila, Philippines 03/11/2020
- Moderator - 4th HPC Hospitality Philippines Conference, Manila, Philippines 3/10/2019
- Speaker - Beauty Wellness Manila Speaker Manila, Philippines 09/20/2018
- Invited to speak at the 3rd International Conference on Dermatology and Cosmetology Tokyo, Japan, 05/18/2022

INVITATION ONLY CONFERENCES

- Global Wellness Summit (GWS) Miami, Florida, United States, is an invitation-only event for worldwide top-level executives, annual delegate from 2014 to present.

TOP CONSULANT LISTINGS

- Named as one of the Top 75 Global Spa Consultants by GWI, Global Wellness Institute
- Spa and Wellness Development corporation, 'Global Spa Development' is listed as a top global wellness consultancy amongst 140 international specialists at the Global Wellness Institute, Miami, Florida, United States

INTERNATIONAL MEMBERSHIPS:

- Membership: Singapore - Board Member of Journal of Procedural Dermatology
- DSA: Day Spa Association Member, Scottsdale Arizona, United States
- ISPA: International Spa Association Member, Lexington, Kentucky, United States

EDUCATION/CERTIFICATIONS/LICENSES

- Awarded with all honors and privileges the Health Club & Gym Management Certificate 06/21/22 by ASFA The American Sports & Fitness Association. CI Number: 102117
- Awarded the CPAES Diploma in Applied Science, Singapore - 05/25/2009 - 05/25/2010 - License Number: P090702. Aesthetics, Pre-Medical Diploma. Entry to undergraduate program of nutrition, biology, medical science at the University Canberra Australia
- Received a Certificate of training - Spa Chakra, Gstaad. Switzerland. 12/15/2008 to 12/21/2008 Body and Beauty treatments. Spa Chakra Alliance is a worldwide network of luxury Spas.
- Awarded the Esthetic Course of Certification in Bali, Indonesia. 10/11/2008 Traditional Balinese Body Massage at Sekar Jagat Jimbaran, Bali, Indonesia.
- Awarded the Beauty Therapist Course Level 3, FIL Beauty Spa Academy 05/05/2008 to 09/16/2008 License Number: CIBAA0901AF.
- Acquired Credits from Raffles Design Institute College, Singapore 01/03/2005 to 12/20/2007 - Fashion Marketing & Fashion Design.
- Acquired Credits from Raffles Design Institute, Manila, Philippines 07/01/2004 to 12/23/2004 - Fashion Design

July 2015 - Present - Spa Director at Cascades Thalasso & Spa, Egypt, Egypt, (5 Star Hotel Spa)

Duties included:

- A Winner of World Luxury Spa Awards 2016
- Operation and spa development of all areas of all spas
- Coordination with hotel sales department, and reservation
- Management of daily operations to department heads
- Overseeing internal financial and sales & annual budgets
- Innovative menu and signature hotel massage protocols
- Human Resources/ Hiring/ JDs/ Evaluations
- Development, Sales, targets and Sales Action Plans
- Revamping image and quality of décor, standards
- Multiple International Magazine Features
- Site assessment & Architectural layouts
- Analysis of Spa Performance & hygienic operations
- Amenities and Product Formation and design
- Education and spa training, customer service & sales
- Analyzing AutoCAD and Sketch Up, floor plans
- Conceptualization for ID, FF&E, Spa design & interior
- Increasing revenue and daily operations
- Wellness education hotel workshop
- Good communication and interpersonal skills
- Manage company policies & monitor budgets
- Building a motivated team, effective coaching
- Consistency with policies, philosophy and objectives
-

Products worked with:

Cascades Spa & Thalasso, Hurghada, Egypt - Area Spa Director, 08/15/2015 to 08/15/2016

Directed 60 members of staff of all levels and departments. 3 Luxury Spas, 4 Cabanas, including the 80,000 SQ. FT flagship spa, one of the largest spas in the world with 65 treatment rooms.

- Managed all departmental operations for all resort spas, salons, and gyms in Westin, Kempinski, Sheraton, Robinson Club, Breakers, Kite Club with close coordination with the Resort General Managers.
- retail, treatments, staff training, and customer service.
- Winner & Recipient of World Luxury Spa Awards 2016, St Moritz, Switzerland.

- Finalist at the World Spa Awards 2016, London, England

Selected Accomplishments:

I oversee 60 members of staff. Lifeguards, engineering, housekeeping, international therapists, hairstylists, receptionists, supervisors, finance department, supervisors and managers. An Area Spa Director for 3 luxury spa locations and 4 Spa Cabanas, one location is a 7500 SQM / 80,000 SQ.FT Spa which is one of the largest spas in the world (with 65 treatment rooms). Plus the signature 750 SQM Thalasso pool and beach cabanas on the bay.

Spas

- 1st spa in Westin Resort Hotel - <http://www.westinsomabay.com> / <http://www.westinsomabay.com/Spa>

One of the largest spas in the world of 7500 SQM: 65 Treatment Rooms

- 2nd spa in Kempinski Resort Hotel - <https://www.kempinski.com/en/soma-bay/hotel-soma-bay>) web link for this spa not available. It is on site in this hotel. : 4 Treatments Rooms - 1 Ayurveda, 1 Beauty, 2 Body, Jacuzzi, saunas, lounges
- 3rd spa in Robinson Club from Germany - <http://www.robinson.com/en/en/resort-holiday/egypt/soma-bay/winter/club-details>

9 Treatment Rooms, 2 Ayurveda, Nails, Beauty, Thai, Body, Tea Lounge

Spa Cabanas (One expandable full treatment rooms, with full 5* service in the comfort of each hotel listed)

- 4th Spa Room Breakers Spa Room / Cabana : <http://www.thebreakers-somabay.com>
- 5th Spa Room Kite House High up floor sea view Cabana : <http://kitehouse-somabay.com>
- 6th Spa Cabana Pool Side Westin Resort Hotel - <http://www.westinsomabay.com>
- 7th Beach Spa Cabana in Alexandria, North Coast. (Active) no website.
- In planning stages - 8th Spa Cabana Sheraton Hotel and Resort Gazebo - <http://www.sheraton-somabay.com>

December 2022 - December 2022 - Spa Consultant at t, o, (5 Star Hotel Spa)

Duties included:

Elemis

Products worked with:

Elemis

January 2014 - November 2014 - Salon Manager at Dazzling Diva, Doha, Qatar, (High Street Salon)

Duties included:

- Owned by the Royal Family the Al Thani's. Hired by and reported directly to the Al Thani, Sheikh of Qatar.
- For exclusive usage by the Qatar Princesses (Sheikhas) and VIPs at the salon and at their Private Palace.
- Brought the salon into profit within the first month of joining, after two years of financial deficit.

◆--◆ Management of operations, design, budgets, showing a proven sales track record in both sales and marketing.

Products worked with:

- Dazzling Diva, Doha, Qatar - Manager & Designer, 01/03/2014 to 11/09/2014
- Owned by the Royal Family the Al Thani's. Hired by and reported directly to the Al Thani, Sheikh of Qatar.
- For exclusive usage by the Qatar Princesses (Sheikhas) and VIPs at the salon and at their Private Palace.
- Brought the salon into profit within the first month of joining, after two years of financial deficit.

◆--◆ Management of operations, design, budgets, showing a proven sales track record in both sales and marketing.

January 2009 - December 2013 - Owner of Spa at Spa Nourifusion, Singapore, Singapore, (Hotel Spa)

Duties included:

Owner & Managing Director (

Achievements: Spa Nourifusion is a day spa with 2 levels, spaced out into 6 Treatment rooms, a reception, two lounge areas, a swimming pool, and a garden oasis. With a staff of 4 bi-lingual and international staff members from different areas of Asia. Spa Nourifusion is an products and body care service company, offering advanced aesthetic consultations and services, distribution of high quality skin, body and spa care products. All procedures were under my direction. I had created the company as sole owner. I created the website, and currently handle the maintenance and updates of information, Including skin care education, up to date articles on the ongoing trends in the industry. I also oversee the importation and distribution of all products. I currently have achieved a boost of dramatic profitable increase after investment expenses I find it important to implement opportunities for managing operational costs and boosting the bottom line. After a successful three years the plan was to expand into the Holiday Inn in the central district of Singapore to an extensive 5000 sq ft space, this dream was not realized due to capital restraints.

Responsibilities: Spa Management role, I manage all orders for merchandising; I also handle monthly inventory turns, as well as weekly/daily incentives. On a daily basis I supervise and Review all staffing, scheduling, facility operations, supply procurement, revenue management, safety training, standard operating procedures, payroll management and guest service satisfaction. Control ongoing service and product margin analysis to ensure profitability. I retain a background in growing new business opportunities, developing the market, overseeing the human resource department; performing and managing the day today of the spa. I have a strong ability to direct and build operations from all spa revenue centers; I obtain thorough knowledge of spa retailing operations, with my knowledge of budget control and profit and loss strategies.

It's important to promote my exceptional leadership qualities including strong desire to develop and promote subordinates. I have an ability to work with a multi-cultural staff in a multi-task environment. I had the staff completed daily sales logs, weekly sales checklists and record and used databases and activity scheduler software to access record client information and effectively manage activities related to client relations and the sales process. I assured the staff achieved strong conversion rates for phone and in person consultations as set forth by sales leadership. Followed up with prospects and managed the pipeline to ensure maximum sales by keeping prospects informed of promotions and specials as new service offerings. I actively engaged in selling clients additional services of treatments, by strategically planning client interactions by informing them of sales promotions, and new services.

Products worked with:

- Holistic Day Spa, Spa Nourifusion, Singapore - Managing Director / Owner, 01/05/2009 to 12/10/2013
- Directed all treatments, services, sales, training, and operations. Achieved a profitable increase after the investment expenses within the first year and upgraded to an extensive 5000 sq. ft. space spa in to the Holiday Inn Hotel Singapore.

May 2008 - December 2012 - Owner at Spa Chakra, Switzerland, Singapore, (Day Spa)

Duties included:

Guerlain & Spa Chakra, Gstaad, Switzerland – Chakra Alliance is a worldwide network of luxury spas

Beauty & Spa Therapist 2008 (Training)

Selected Accomplishments:

Spa Chakra Alliance is a worldwide network of luxury spas. The group leverages operational expertise and global partnerships to provide each client with transformational healing experiences. I personally underwent training and worked for the 5* spa. I received a training certificate by Spa Chakra operated by International group Guerlain.

Knowledge of trade in beauty & wellness

Anatomy & the physiology of the face and body

Olfactory System, nervous system & lymphatic notes

Fruit, Whitening, paraffin, acne

Collagen, aromatherapy, galvanic facials and more

Cosmetic science, Skin Structure & Functions

Analysis. Face, Neck & Shoulder Massage -Swedish

Galvanic, Lymphatic, High Frequency & Faradic

Business management & Sterilization and hygiene

Aromatherapy, Swedish, Balinese massage

Scalp Massage / Lip Treatments

Paraffin for hands and feet

Eyelash tweezing and tinting

Eye & Make up & shaping and tinting

Hydrotherapy / Vichy shower

Body Scrub & Wraps and Body slimming

Cosmetic science, essential oil definitions

Skin Structure & Functions, Skin Care & Analysis.

Face, Neck & Shoulder Massage (Swedish)

Eyebrow lightening and darkening

Coordinate with cleaning and engineering

Swedish, Aromatherapy, Balinese, Turkish feathers

Products worked with:

Guerlain

December 2008 - December 2008 - Spa Manager at Guerlain, Switzerland, Switzerland, (Day Spa)

Duties included:

- Guerlain & Spa Chakra, Gstaad, Switzerland - Beauty & Spa Therapist, 12/15/2008 to 12/21/2008
- Paid training for therapeutic services in all forms of holistic body, beauty, facial and water therapies with proficient knowledge of anatomy & the physiology of the face and body, olfactory system, nervous system.

Products worked with:

Guerlain

January 2006 - January 2007 - Luxury Spa Manager at Multiple, South East Asia, Singapore, (5 Star Hotel Spa)

Duties included:

Resume

Products worked with:

Elemis

Education and Qualifications:

2015
Spa Management, Sports Science, Beauty Therapy

2015
Bachelors Degree

2015 USA Bachelor’s Degree: My Education and work has been recognized and evaluated, it has been verified as a Bachelor’s degree level of a United States of America’s 4 year University all in accordance to the USCIS.

2010 University: Academy Of Professional Aestheticians, Singapore
NVQ 3
Pre-Med Applied Science

2010 Academy of Professional Aestheticians

Diploma

Certified Practicing Aesthetician (CPAes) Singapore; Member (2009- Present)

2010 Multiple

EDUCATION/CERTIFICATIONS/LICENSES

- Awarded with all honors and privileges the Health Club & Gym Management Certificate 06/21/22 by ASFA The American Sports & Fitness Association. CI Number: 102117
- Awarded the CPAES Diploma in Applied Science, Singapore – 05/25/2009 - 05/25/2010 - License Number: P090702. Aesthetics, Pre-Medical Diploma. Entry to undergraduate program of nutrition, biology, medical science at the University Canberra Australia
- Received a Certificate of training - Spa Chakra, Gstaad. Switzerland. 12/15/2008 to 12/21/2008 Body and Beauty treatments. Spa Chakra Alliance is a worldwide network of luxury Spas.
- Awarded the Esthetic Course of Certification in Bali, Indonesia. 10/11/2008 Traditional Balinese Body Massage at Sekar Jagat Jimbaran, Bali, Indonesia.
- Awarded the Beauty Therapist Course Level 3, FIL Beauty Spa Academy 05/05/2008 to 09/16/2008 License Number: CIBAA0901AF.
- Acquired Credits from Raffles Design Institute College, Singapore 01/03/2005 to 12/20/2007 - Fashion Marketing & Fashion Design.
- Acquired Credits from Raffles Design Institute, Manila, Philippines 07/01/2004 to 12/23/2004 - Fashion Design

2010 Academy of Professional Aestheticians

Certified Practicing Aesthetician (CPAes) (Pre Medical Diploma in Applied Science)

CPAes Is a globally accepted benchmark. With CPAes it shows that I am a certified aesthetician and formal skin specialist, thus being recognized by my peers, for my extensive experience and qualifications. Also through exclusive networking and ongoing professional development I will maintain a competitive advantage. CPAes is the peak professional benchmark for aestheticians. There by defining excellence and promoting the profession of aesthetics therapy by recognizing only qualified practitioners of aesthetic therapy. The course covers a wide range of science disciplines including Anatomy & Physiology, Skin Biology, Skin Science and advanced Disorders, Cosmetic Chemistry Nutrition and also Business Administration in the Beauty and Wellness Industry.

Product Training:

June 2015

- Knowledge of trade in beauty & wellness
- Anatomy & the physiology of the face and body
- Olfactory System, nervous system & lymphatic notes
- Able to provide - Fruit ,Whitening , paraffin, acne
- Collagen, aromatherapy, galvanic facials and more
- Cosmetic science, Skin Structure & Functions
- Analysis. Face, Neck & Shoulder Massage -Swedish
- Galvanic, Lymphatic, High Frequency & Faradic
- Business management & Sterilization and hygiene
- Aromatherapy, Swedish, Balinese massage
- Mixing & blending of Essential Oils
- Scalp Massage / Lip Treatments
- Paraffin for hands and feet
- Eye & Make up techniques & shaping and tinting
- Eyelash tweezing and tinting
- Swedish, aromatherapy, Balinese, Turkish feathers
- Hydrotherapy / Vichy shower
- Body Scrub & Wraps and Body slimming
- Cosmetic science, essential oil definitions
- Skin Structure & Functions, Skin Care & Analysis.
- Face, Neck & Shoulder Massage (Swedish)
- Eyebrow lightening and darkening
- Coordinate with cleaning and engineering and
- Cleanliness of reception area and treatment rooms

January

Guerlain , Decleor, Alissi Bronte, Phytomer

2013

Gstaad, Switzerland, Singapore, Egypt

Vocational Qualifications

Detailed Skills, Qualifications & Professional Experience

- Use of spa software program
- Conceptualization, space allocation
- Site assessment
- Analyzing AutoCAD & Sketch Up, floor plans
- 2D and 3D Renderings & Design Assistance
- Create sound business & financial plans
- Conceptualization for ID, FF&E
- Spa Salon, Fitness Gym Consulting
- Spa Management
- Luxury Spa, Gym & Hair Salon Design
- Proficient in web design
- Product Formation
- Business Development
- Talent Acquisition
- Financial Feasibility
- Marketing & Branding
- Spa Finance
- Business Reviews
- Content Writing
- Wellness Workshops
- Sales Optimization
- Products & Facilities
- Menus and Media
- Corporate Communications
- Creative Team Leadership
- Product Positioning & Branding
- Web & Print Content Development
- Public & Media Relations
- New Product Launch
- Space Allocation
- Floor Plan Analysis
- Equipment and Facilities
- Basic make-up and hair artistry
- Interpret Financial Reports
- Team Member Communication
- Operational Management
- Supervision of employees
- Operational ordering, product cost
- Use financial plans for trends
- Marketing Strategies & Campaigns
- Attention to detail
- Building Connections
- Efficient in consultation process
- Computer literate in MS Office: Microsoft Word and Power Point programs.
- Proficient in photo editing & Proficient in web design
- English language : Fluent
- Photo illustrator editing
- Make up artistry and basic hair artistry
- Interpret Financial Reports
- Use financial plans for spotting trends
- Measuring productivity and monitoring progress.
- Proactive in developing publicity opportunities
- Effectively dealing with media.
- Develop and maintain gracious and efficient front desk procedures.
- Monitor customer satisfaction with surveys

Qualifications as an Aesthetician & Spa therapist

- Knowledge of professional trade in beauty & wellness
- Anatomy & the physiology of the face and body
- Olfactory System, nervous system & lymphatic notes
- Able to provide - Fruit ,Whitening , paraffin, acne, collagen, aromatherapy, galvanic facials and more
- Cosmetic science , Skin Structure & Functions, Skin Care & Analysis. Face, Neck & Shoulder Massage -Swedish
- Electrical Treatments : Face & Neck w/ Galvanic, Lymphatic, High Frequency & Faradic machines)
- Eye Treatment & Make up techniques & Eyebrow shaping and tinting
- Business management & Sterilization and advance hygiene

- Contra-indications for all therapies & Consultation
- Salon procedures, after care & Massage mediums
- Aromatherapy, Swedish, Balinese massage movements
- Mixing & blending of Essential Oils, Body Scrub & wrap
- All facial treatments (Oils, whitening, fruits, anti-aging, anti-redness, anti-acne, anti-scarring collagen etc)
- Facial massages (Swedish)
- Décolletage treatments
- Eyebrow lightening and darkening
- Anti-aging treatments
- Scalp Massage
- Lip Treatments
- Whitening treatments
- Facial masks (all types)
- Paraffin for hands and feet
- Eyebrow
- Eyelash tweezing and tinting lightening and darkening.
- Scalp massage
- Swedish, aromatherapy, Balinese, Turkish feathers
- Hydrotherapy
- Vichy shower
- Body Scrub & Wraps and Body slimming
- Cosmetic science, essential oil definitions.
- Skin Structure & Functions, Skin Care & Analysis. Face, Neck & Shoulder Massage (Swedish)
- Eye Treatment & Make up techniques & Eyebrow shaping and tinting

Machine Understanding

- Galvanic
- High / Low frequency
- Lymphatic Machine
- Ultrasound
- Radio Frequency
- Cremo Machine
- Micro roller
- Micro Dermabrasion
- Diamond Peel
- PTF Photo Flash Therapy
- LHE Light Heated Energy

Operations:

- Running the day-to-day operations of the business at the spa and overseeing the retail outlets.
- Find ways to make the company more productive by providing effective methods in its business operations.
- Cultivate program budgets.
- Facilitates several training programs around the company.
- Control inventory.
- Handle supervision of employees.
- Handle problems quickly and efficiently.
- Utilize my communication skills, by keeping an open speech policy between staff members and myself, to feel free to come forward with any inquiries. In order to improve their performance, asking questions for further understanding of treatments, and daily work life. Handle all issues that maybe between staff members, and senior staff members, and how to handle clients in unique cases.
- Observe operations and review standard operating procedures for employees to follow. (Grooming, etiquette)
- Setting policies in the workplace to ensure effective implementation
- Handle the operating budget with the use of daily sales targets, and monitoring financial company plan throughout the day, including sales invoices.
- Determine how much a company has spent during the course of a month, to finalize what products and services need to be looked into. With looking over daily inventory, and success rate of treatments and promotions weekly. Implement excellent levels of customer service.
- Handle clients' dissatisfaction or complaints.
- Supervising and evaluating employees and their job performance and to recommend how to improve.
- Give directions to employees on certain job tasks, resolve problems concerning employees
- Handle operational ordering, receiving, product cost control, and monitoring a checkbook system
- Implement daily budget systems to keep control of costs.
- Operational Training:
 - All body / face/ aesthetics therapies (Theory & Practical)
 - Product understanding : Ingredients and applications
 - Consultation Process (Closing sales) Answering questions.
 - Telephone Etiquette.
 - Team Member Communication.
 - The Handling of Guest Complaints.
 - Guest Confidentiality for VIPs.
 - Reception Desk Opening Duties /Front Desk Manual.
 - Reception Desk Closing Duties.

- Includes standards for greeting of all guests.
 - Assisting guests with questions regarding spa services.
 - Opening and closing duties.
 - Daily duty forms.
 - Equipment Lists per room.
 - Machine equipment cleanliness.
 - Sterilization of tools.
 - Spa Packages creations.
 - Spa menu creations / updates / seasonal
 - Product explanation to clients to boost sales.
 - Telephone Etiquette Training.
 - Opening and Closing Front Desk Check List.
 - Other Forms and Memos upgrade
- Team Training :
 - Body / Face/ Aesthetics therapies (Theories & Practical's)
 - Machine understanding / Contraindications
 - Product understanding : Ingredients and applications
 - Consultation Process (Closing sales)
 - Telephone Etiquette.
 - Team Member Communication.
 - The Handling of Guest Complaints.
 - Guest Confidentiality for VIPs.
 - Reception Desk Opening & Closing Duties.
 - Includes standards for greeting of all guests.
 - Assisting guests with questions regarding spa services.
 - Opening and closing duties.
 - Daily duty forms.
 - Equipment Lists per room.
 - Machine equipment cleanliness.
 - Sterilization of tools.
 - Spa Packages creations.
 - Spa menu creations / updates/ how staff should explain treatments to clients.
 - Product explanation to clients to boost sales
 - Telephone Etiquette Training.
 - Opening and Closing Front Desk Check List.
 - Other Forms and Memos upgrade

Hobbies and Interests

HONORS & AWARDS

- EB1-A Extraordinary Ability Visa, United States of America - Approved & Under Process 02/2022
- Award Winner, Best Spa Consultancy Asia, Resorts and Retreats Awards, United Kingdom 09/2020
- Award Winner, Top 100 CEO's, United Kingdom 08/2019
- Award Winner, Best Spa Consultancy Asia, Hotel Spa Awards, United Kingdom 07/2019
- International Award Winner, World Luxury Spa Awards, St. Moritz, Switzerland 06/2016
- Finalist for The World Spa and Wellness Awards, United Kingdom 02/2016

CV created at www.spastaff.com

