



Curriculum Vitae

Female

D.O.B. 21 July 1978

Number of years working in industry:

21 years 8 months

Candidate ID Number: 13214

Nationality: Portuguese

Language Skills:

Fluent: English, Portuguese, Spanish

Basic: French

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

Position Sought: Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager

Personal Statement

My accomplishments include assessing current and future business needs, overseeing allocation of financial resources, and managing budgetary processes and resources for bottom-line results. I can build and lead successfully, multi cultural and goal-oriented teams, to provide top quality customer service. Fostering commitment, team spirit, pride, trust, and group identity are particular strengths.

For my future life I can just hope it keeps on being as fulfilling as it has been until now. I do what i am most passionate about and for that I am very Happy! I wish to continue to grow both personnalay and professionaly and my goal is the TOP.

Seeking work in Portugal, International Locations and Cruise Ships.

Employment History:

September 2014 - Present - Spa Consultant at (most recent employer hidden for confidentiality) Dubai, UAE - United Arab Emirates, (Product Company)

Duties included:

Main Responsibilities:

- SPA Consultancy
- Project Management
- Business Development

References:

- The One & Only Dubai
- The Address JBR
- The Address Fujairah
- Six Senses Zil Pasyon, Seychelles
- The Edition, Dubai
- Sharjah Ladies Club, Sharjah
- Viceroy, Dubai
- Al Messila Hotel Resort, Doha
- St Regis Dubai Al Habtoor Polo Resort & Club;
- Marriot Lapita Hotel, Dubai Parks, Dubai
- Hyatt, Palm Jumeirah, Dubai;
- Khatt Hot Springs & SPA, Ras Al Khaimah;

September 2013 - August 2014 - CEO at Terapeutica'qi, Lisbon, Portugal, (Day Spa)

Duties included:

- Manage, single-handed, all operations which include:
- Finances;
- Marketing;
- Therapeutical Therapy;
- Thai Massage

April 2012 - December 2012 - Spa Director at The Gleneagles Hotel, Perth, UK - United Kingdom, (5 Star Hotel Spa)

Duties included:

Improved Bottom Line Profit by optimizing revenue performance (Hourly Rate Income and optimization of Staff utilization levels), and increasing efficiency (Payroll and Operating Expenses Cost Control). • Defining new and innovative strategies to develop not only the existing Business but also to incorporate the new Wellness Concept; • Search for new Markets to sustain Revenue Growth; • New Marketing strategy and positioning; • Budget Execution and P&L Balance (better revenue performance, rationalization of costs, optimization of staff utilization); • Restructure of Operational Systems to improve efficacy; • Implemented new procedures for Personnel Development to improve supervisory management within the Senior Team;

Products worked with:

E'SPA

Career Break - Family Illness

January 2011 - December 2011 - Spa Director at Waldorf Astoria Seville - Hilton Worldwide, Seville, Spain, (5 Star Hotel Spa)

Duties included:

Rebranding to Waldorf Astoria Brand (WA)

Development: All process of rebranding a 5000 m² (54000 ft²) SPA

- Concept development & competition market analysis;
- Analysis and development of the project for the implementation of all WA standards including the study of all cost projections on a 5 year plan, while managing with the Brand the waivers (exceptions) to be requested;
- Development of a future Leisure Club concept adapted to the particular needs and conditions having in mind both cultural and location specifications to be able to integrate a Membership Plan that can be feasible;
- Development of the new guiding philosophies and elaboration of the new SOP;
- Selection & negotiation of the Products brand & equipment;
- Development in conjunction with the chosen Product brand of the treatment menus & protocols;
- Sales & marketing strategies for launch and future operations;
- Staff recruitment;

Operations: Putting in motion all SPA, Fitness and Pool operations, keeping the highest standards with a transitory menu until the official rebranding.

- Reorganizing all existing structures to adjust to International Standards in what concerns Policies, procedures, behaviors and even mentalities in order to provide a smooth transition to new Brand implementation;
- Creation of transitory protocols until rebranding, adjusting them to guest needs;
- Establishing with all staff, 5* standards in treatments and customer service, through training and mentoring;

Products worked with:

AROMATHERAPY ASSOCIATES

Career Break - Job hunting

September 2008 - December 2010 - Spa Manager at Al Sagheer Group, Cairo, Egypt, (Day Spa)

Duties included:

Al Sagheer SPA Zamalek - Re-opening & Management

Al Sagheer SPA Marassi - Development & Management

Al Sagheer SPA City View - Development

Successfully implemented 5* Standards both in treatments and customer service, reducing drastically for less than half, the past guests complaints, which increased significantly the revenue.

- Actively organized and put in motion all pre-opening operations;
- Staff Training (Organized pre and post training for Pevonia UK trainer and then consistent follow up);
- Financial and logistic stock control;
- Financial overview of targets and commissions;
- Marketing Actions & Promotions and Database restructure;
- PR - Interaction with guests in order to improve revenue, insuring client satisfaction & establish loyal clientele.

Products worked with:

Pevonia Botanica

September 2007 - August 2008 - Senior Therapist at RITZ - Four Seasons Lisboa , Lisbon, Portugal, (5 Star Hotel Spa)

Duties included:

- Performed all treatments both facial and Body;
- Active role within the organization of work;
- Several times awarded best product retail of the month

Products worked with:

E'SPA & Sundari

March 2007 - September 2007 - Beauty Therapist at Steiner, Celebrity Cruises - Millennium, (Cruise Ship)

Duties included:

Ionithermie Therapist

Elemis Beauty Therapist

Elemis Massage Therapist

Products worked with:

Elemis

January 2005 - January 2007 - SALON & SPA MANAGER (OWNER) at Caza da Beleza, Lisbon, Portugal, (High Street Salon)

Duties included:

Managed, single-handed, all operations of both Spa & Salon, which included all Financial, HR and Marketing

Products worked with:

Phytomer

January 2004 - December 2004 - Beauty Therapist at Ana Garcias - Salon & SPA, Lisbon, Portugal, (High Street Salon)

Duties included:

All Treatments including:

- Massage
- Body Treatments
- Facial Treatments
- Manicure/Pedicure
- Waxing
- Make-Up

Products worked with:

Phytomer

October 2002 - December 2003 - Beauty Therapist at VIP - Esthetics Center , Lisbon, Portugal, (Day Spa)

Duties included:

Internship on the following:

- Massage
- Body Treatments
- Facial Treatments
- Manicure/Pedicure
- Waxing
- Make-Up

Products worked with:

- Thalgo
- Murad

Education and Qualifications:

2013 ITS - Instituto de Tecnicas e Saude - Lisbon, Portugal

Licenciate Degree

Osteopathic Medicine/Osteopathy

2013 TMC - Thai Massage School College - Chiang Mai, Thailand

Intensive Professional Program

Thai Massage

2005 Profestetica - Technical School of Professional Training - Lisbon, Portugal

Professional Certificate

- Thalasso Therapy and Thermal Hydrotherapy
- Manual Lymph Drainage
- Massage & Physiotherapy Assistant

2003 Escola Europeia de Estetica - European School of Esthetics - Lisbon, Portugal

NVQ Level 3

Beauty Therapist / Cosmetologist

1995 Escola de Artes Visuais Antonio Arroio - Lisbon, Portugal

Product Training:

November 2008 PEVONIA

Al Sagheer Group Academy - Cairo, Egypt
All Products and Treatments both Facial and Body

December 2007 ESPA

RITZ - Four Seasons - Lisbon, Portugal
ESPA Training

March 2007 IONITHERMIE

Steiner Academy - London, England
Specialized Therapist both in Treatments as in Sales

February 2007 ELEMIS

Steiner Academy - London, England
All Products and Treatments both Facial and Body

Vocational Qualifications

Professional Training Course for Trainers

Hobbies and Interests

- Dancing
- Cinema (Independent Films)
- Reading

CV created at www.spastaff.com

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