

Curriculum Vitae

Male

D.O.B. 06 June 1980

Number of years working in industry: 20 years 10 months

Candidate ID Number: 13251

Nationality: British

Language Skills:

Fluent: English

Basic: Spanish, French

Permitted to work in: Italy, Cyprus, UK - United Kingdom, Spain

Position Sought: Regional Senior Manager, Spa Director, Spa Manager, Fitness Professional, Area Sales Representative, Membership Sales Professional, Director/Owner Opportunities

Personal Statement

I consider myself to be an enthusiastic, motivated, and dedicated individual with an entrepreneurial spirit who is competitive and ambitious. I am passionate about the health, fitness and spa industry along with sales and marketing. This passion has helped me exceed sales targets and enjoy success in current and previous roles.

I always work to the best of my ability, giving 100% commitment to every task I undertake. I am also able to work as an individual or as part of a team to achieve, maximise, and perfect the end result.

I am an outgoing person who enjoys all sports, in particular Wakeboarding, Snowboarding, Running, Squash and going to the fitness centre. I also enjoy travelling and experiencing new cultures as well as live music events and regularly watch bands perform. I thoroughly enjoy this social aspect of my life.

Seeking work in International Locations

Employment History:

November 2010 - Present - Partner at (most recent employer hidden for confidentiality) Nationwide, UK - United Kingdom, (Health Club)

Duties included:

I have spent the past 16 years in the health, leisure and fitness industry of which I owned and operated a 12,500 square foot health club with spa and beauty facilities, and 2 fitness clubs as well as running and consulting for sales and marketing companies within the Health and Fitness Industry working with small - large independently ran health and fitness clubs.

Having set up one fitness club from scratch and dealt with procurement of equipment, staff and suppliers I see this opportunity as one that I can 'get my teeth into' and run a successful spa facility.

I have extensive knowledge and experience of sales and marketing procedures within the health and fitness industry. I am currently a partner in a sales and marketing 'arm' within an established Direct Debit Management company and it is my responsibility to recruit staff, train staff and manage their performance along with designing all aspects of the marketing and help run a telemarketing office. I manage most business decisions, responsible for profit and loss and have full autonomy of my time.

Career Break - I did some practical qualifications to enable me to renovate a house

September 2008 - September 2009 - Partner at Associated Members Club, National, UK - United Kingdom, (Health Club)

Duties included:

- Partner in promotions
- Set up a new method of marketing, as a consultant, within the company - Direct Sales

- Trained existing telemarketers outbound phone sales
- Responsible for staff recruitment
- Responsible for all staff training - Telemarketers, Sales Managers, Area Managers and other existing Company Director
- Facilitate staff training events
- Managed multi-site operations and on-site staff training
- New business and account management responsibilities
- Responsible for setting and delivering targets
- Reporting to other Managing Director and Directors

January 2007 - October 2008 - Co-Director at Proactive Fitness Marketing (UK), Nationwide, UK - United Kingdom, (Health Club)

Duties included:

Proactive Fitness Marketing is a sales and marketing company specialising in the promotions of health and fitness clubs in both the private and public sector.

- Helping set up and build the company from launch in 2007
- Expand the work force from 2 employees to approximately 60 within the first year of trading
- Also within the first 10 months PFM had successfully worked in partnership with 17 clubs, recruiting over 2250 NEW members
- Exceeded new business targets of recruiting clubs across the UK
- Responsible for recruitment and staff training
- Liaising with print and design agencies to help produce artwork for each campaign
- Multi-site operations experience
- Responsible for all new business across the UK
- Implement sales and marketing training to all staff across the UK
- Recruit effective sales teams
- Responsible for setting and achieving own goals as well as sales teams goals and targets

Achievements

- Successfully launched a new telemarketing office, which helped increase sales by 20%
- Gained new clients across the country
- Wrote the companies sales, marketing and telemarketing handbooks to be implemented by all staff.
- Achieved in excess of £1million turnover from month 1 to 10

January 2007 - October 2008 - Health Club Owner at Buzz Health Club and Spa, Nottingham, UK - United Kingdom, (Health Club)

Duties included:

- Acquired 12,500 health club and spa with bar and function room facilities
- Turned around a £93,000 per year deficit in 6 months to break even
- Re-structured health, beauty and spa to allow a profit from this area of the club
- Put new spa packages in place
- Promoted health, beauty and spa to increase sales figures
- Liaised with health and beauty companies to get the best product range available

Recruit new beauty therapy staff

Products worked with:

§ Worked with Dermalogica

January 2004 - December 2006 - Membership Sales Professional at Creative Fitness Marketing, UK and Australia, UK - United Kingdom, (Health Club)

Duties included:

- Recruit new members to various health clubs across the UK, through the use of impact and guerrilla style marketing, selling 36 month non-cancellable memberships

- Go through a specific sales process from start to finish to join new members
- Exceeding sales targets and meeting KPI's which resulted in my promotion to sales and marketing manager within 3 months

Achievements

- I was also awarded an Outstanding Achievement Award for Productivity and Ambition at the 2004 awards ceremony in Tenerife

Creative Fitness Marketing Sales and Marketing Manager

- In 2004 I was successful in transferring within the company to Australia, to help re-build the company after it shut down for a year in November 2003. I became the first Britton in the 12 year history of the company to work in Australia
- Responsibilities also included training new staff
- Controlling promotional budgets and monitoring spend versus income

Achievements

- Second 'Top Producer' in 2005 generating over \$1.3 million in gross receivables
- Successfully generated over \$250,000 for a failing club, which was on the brink of closure
- Exceeded National records of gross receivables and the amount of new members in any single promotion. This was 400 members and \$400,000 of gross receivables in 6 weeks

Education and Qualifications:

1999 The New College Nottingham (Clarendon College)

BTEC National Diploma in Leisure and Tourism

Leisure and Tourism with NVQ in Customer Service

1999 New College Nottingham

- Intermediate GNVQ in Business Studies and I.T - Merit (equivalent of 4 GCSE's at grade B)
- Advanced GNVQ in Leisure and Tourism
- NVQ level 2 in Customer Service
- NVQ level 2 in Teaching, Coaching and Instructing
- NVQ level 2 in Processing Information using Telecommunication Systems
- STA Basic Swimming Teachers Certificate
- ASA Assistant Swimming Teachers Certificate and ASA Full Swimming Teachers Certificate
- CCPR Community Sports Leaders Award
- OCN (Open College Network) in Weight Training
- Theory RSA and YMCA Exercise to Music
- Nottingham City Council In-house Spin Cycle course

1997 The Minster School, Southwell

- 11 GCSE's - including Maths and English at grade C.

Vocational Qualifications

Plastering Diploma

Tiling Diploma

Hobbies and Interests

Snowboarding

Wakeboarding

Running

Cycling

Swimming

Triathlon

Gym

Squash

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