



Curriculum Vitae

Female

D.O.B. 01 July 1966

Number of years working in industry:

16 years 8 months

Candidate ID Number: 13994

Nationality: Italian

Language Skills:

Fluent: English, German, Spanish, French, Italian

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

Position Sought: Spa Director, Spa Manager

Personal Statement

Experienced Professional in Management and Operations in Spa. Highly motivated, responsible, leader, work by objectives. Sales and marketing background, Public Relations, Multilingual.

Studies in Massages, Holistic therapies, Ayurveda, Yoga and Aromatherapy.

Extensive living experience in Europe, Central America and Asia. Adaptable and flexible in different cultures.

Seeking a position to grow further while contributing to the development and benefits of a company.

Seeking work in Spain and International Locations

Employment History:

February 2012 - June 2012 - Spa Consultant at (most recent employer hidden for confidentiality) Dubai, UAE - United Arab Emirates, (Product Company)

Duties included:

Consultant jobs for Spa Trainer in Product Sales for all brands with specific training in products specs, sales techniques

Training therapists in the specific treatments created by the brands

Creation of treatments using brand products and adding natural local products

Consulting new clients in changing their menus with new treatments

Products worked with:

Les Sens de Marrakech

Vitaman

February 2011 - November 2011 - Spa Director at U Spa at Barcelo Cabo de Gata Hotel, Almeria, Spain, Spain, (5 Star Hotel Spa)

Duties included:

Ensuring that the Spa operations meet with the standards described in the Spa Manual, maximizing guest satisfaction

consistent with U Spa standards Planning, organizing, directing, and controlling the departmental operations administration of the Spa. Continuous training to Staff. Budgeting sales monthly, reforecasting according to Hotel occupancy and trends, stocking, rotation of products, hiring staff as for Spa needs
Direct Sales to clients with continuous presence at the Spa reception,
Sales and marketing activities through promotions in the hotel and to external clients. Pre sales to groups with special offers thru sales and reservation depts; spa site inspections.
Main Achievements: growth in Revenue 20% over LY, growth in profits 20% over LY, Savings by 10% cover LY, guest satisfaction increase of 20points (Average 88) from LY.

Products worked with:

Ecologic Spa products

Career Break - Training - industry-related

July 2010 - September 2010 - Assistant Manager at Blau Hotels and Resorts, Mallorca Island, Spain, (5 Star Hotel Spa)

Duties included:

Maximizing the revenue opportunities through effective booking system.

Distribution of promotion internally to the hotel clients,

Direct sales at the Reception of treatments, packages and products.

Therapist according to the spa needs.

Products worked with:

Ecologic Spa products

Career Break - Free lance therapist

May 1995 - May 2009 - Sales and Marketing Hotel Related at IHG, Accor Hotels, Sol Melia, Spain, Vietnam, Mexico, Spain, (5 Star Hotel Spa)

Duties included:

Sales & Marketing for hotels 5 stars

main responsibilities in budgeting, reforecasting, ARR and REVPAR, sales team leadership and organization, venues sales optimization, PR activities, sales travels, site inspections, management, training

Products worked with:

none

Career Break - Training - industry-related

Education and Qualifications:

2012 School of Thai Massage Shivagakomarpaj, Chang Mai - Thailand

Certificate

- Thai Massage
- December 2011 Intensive 3 day course of Lomi Lomi Massage - The Way of therapies - London - UK Association of Lomi Lomi Massage UK and Ireland.

2011 University Alfonso X El Sabio - Madrid

Course

Key Issues in Management and Organisation of Spa and Wellness Centers -

2011 Madrid Spain

Certificate

- Introduction to Shiatsu - Pathology of the Back - Centro Masaje Manuales Madrid Spain.
- Aromatherapy and essential oils - Properties of main essential oils and their use for therapeutic and beauty treatments - Daenia - Madrid Spain

2010 EQM - 1ST MASSAGE THERAPISTS SCHOOL OF MADRID

Certificates

- June 2010 Foot Reflexology course - Fundacion Sauce - Madrid Spain
- September 2009 EQM - 1ST MASSAGE THERAPISTS SCHOOL OF MADRID
Massage course (150 hrs) including: techniques and protocols for massage, sport massage, therapeutic massage, hydrotherapy, anatomy.
- June - July 2009 TRADITIONAL THAI MASSAGE SCHOOL IN MADRID
Intensive Massage course (80hrs) for Thai massage: protocol Chang Mai and Wat pho.

2010 Ayurveda College - Kannur/Mysore - Kerala

Certificates

- Ayurvedic Massage and Panchakarma therapy (90hrs) - Ayurvedic Beauty therapy (70hrs) - Ayurvedic Pregnancy massage and Baby care (35hrs)
Intensive course with fundamentals of Ayurveda and Panchakarma theory and practice - Procedures for Panchakarma treatments, Ayurvedic massage techniques (Shirodara, Podikizhi, Elakizhi, Navarakizhi, Vasti, Nasya, etc). Techniques and procedures for beauty care for face and body. Techniques and procedures for Pregnancy and baby care according to Ayurveda.
- February 2010 Ayurveda Massage technique course Dr Madhu Ayurvedic Clinic - Mysore - India (30hrs)
Massage based on ancient Ayurvedic techniques, specialized medicated oils according to the Dosha, Stretching and eliminations of energy blockage on marma points.
- Ayurveda foundation Course/Abhyanga massage at Dixit Clinic - Professor Dr. A Kumar - Mysore - India (45hrs)
Fundaments of Ayurveda, massage, herbs and its utilization, preparation of oils.

Reiki III

- January 2010 Ayurvedic Massage at Mumuscka - Mysore - India (30hrs)
Massage techniques based upon Ayurveda to relax the body, the mind and eliminate energy blockage
- December 2009 Ayurveda /Thai Massage at Back to the Body - Goa - India (30hrs)
Massage technique based on Ayurveda and Thai massage stretching to create the perfect combination to relax the body and eliminate contractions.

2000 Cornell University

PDP - Marketing professional certificate

1986 Hotel Management

School leaving certificate in Hotel Management

Vocational Qualifications

Windows, Opera sales and catering, Fidelio

June 2010 Web marketing and social network

February 2009 Leadership and Management IHG Training

June 2008 IHG Sales Training

April 2004 Le Meridien Account Management Training

August 1999 / 2000 Cornell University - Hotel Management PDP Program: Certification Advanced Marketing

June 1986 Degree of Hotel Management at Hotel School - Riccione (Italy)

Hobbies and Interests

yoga

cycling

travelling

dance

reading

photography

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