

# Curriculum Vitae

## Female

**Number of years working in industry:**

**9 years 6 months**



**Candidate ID Number:** 14049

**Nationality:** British

**Language Skills:**

Fluent: English

Basic: Arabic

**Permitted to work in:** UK - United Kingdom

**Position Sought:** Spa Director, Spa Manager, Assistant Manager

## Personal Statement

As you can tell from my CV I have been very lucky to travel to some beautiful countries, from this my communication skills are exceedingly good, I also have a lot of experience of working with many different cultures, and can motivate and build teams delivering high performance.

My knowledge, qualifications and 11 years worldwide industry experience (from Spa Therapist to Spa Manager) demonstrate how I could compliment your company. I have experience entailing: pre-opening; Snagging, SOP, uniform design, branding, training new staff, developing signature treatments, marketing and PR including; writing press releases, organising press events and building rapsorts with editors to create regular advertisements in their magazines.

The majority of my working experience has been within 5\* hotels/resorts, dealing with VIP clientele, and also the well-educated, more demanding spa consumer and being able to sweep them off their feet! One of my many assets is remarkable people skills and due to my therapist background I am still very hands on and I feel this enhances the rapport I build with my team.

I thoroughly enjoy working in this amazing industry and have a true passion for Spas. I pride myself in keeping up to date in the industry ensuring I know about any developments by constantly educating myself in the field.

Seeking work in International Locations

## Employment History:

**August 2013 - September 2014 - Spa Manager** at (most recent employer hidden for confidentiality) Auckland, New Zealand, (Day Spa)

### Duties included:

Reduce COG's by 7%

Hire Staff

Train new therapists/Receptionists on SOP's, treatments, all reception duties

Set goals weekly and track them using KPI's

Motivate, encourage and drive team

Create monthly incentives, monthly product quizzes, monthly staff competitions to keep the team knowledge fresh, encourage healthy competition and prevent stagnation.

Stock takes, ordering

## Products worked with:

Babor

Bioelements

**February 2010 - August 2011 - Spa Manager** at Mnarani, Kilifi, Kenya, ( Hotel Spa)

**Duties included:**

- Opened new spa for hotel
- Hired & trained staff
- Created SOP
- Prepared yearly budgets
- Created monthly promotions for hotel guests & residents
- Created resident data base
- Ordered stock
- Marketing
- Taking part in weekly meet & greet evenings and welcome meetings for new guest arrivals, giving information about the spa to large groups of guests.

**Products worked with:**

Dead Sea Minerals

**Career Break - Traveling**

**February 2009 - July 2009 - Spa Consultant** at Hans Merensky, Phalaborwa, South Africa, (5 Star Hotel Spa)

**Duties included:**

- Arrived before spa building was finished
- Created SOP
- Designed uniforms
- Assisted in spa building design
- Chose product house

**Products worked with:**

Pervonia

**May 2008 - January 2009 - Spa Consultant** at Kaya, Larnaca, Cyprus, ( Hotel Spa)

**Duties included:**

- Arrived before spa building was finished
- Created SOP
- Chose uniforms
- Assisted in spa building design
- Hired staff
- Marketing and PR
- Brochure and leaflet design

**Products worked with:**

Elemis

**July 2007 - April 2008 - Assistant Spa Director** at Hyatt, Dubai, UAE - United Arab Emirates, (5 Star Hotel Spa)

**Duties included:**

- Supervised and motivated 20 multicultural staff including therapists/gym instructors/life guards and receptionists
- Ensured Spa operation followed SOP guidelines and regulations
- Provided reports on therapy Services/ Personal training sessions and swimming lessons
- Formulated in-house and external promotions
- Worked with Reservations Assistant software

**Products worked with:**

**Career Break - Traveling**

**March 2006 - October 2006 - Assistant Spa Director** at Rotanna, Sharm el sheikh, Egypt, (5 Star Hotel Spa)

**Duties included:**

- Started employment 1 month prior to spa opening, thus was heavily involved in all aspects of opening the Spa
- Managed and supervised all Spa therapy administration work
- Supervised, disciplined, recruited, trained and motivated 14 multicultural staff
- Ensured Spa operation followed SOP guidelines and regulations.
- Provided usage reports on therapy Services
- Carried out stock control and inventory for therapy products and Spa consumables
- Responsible for creating therapy incentive schemes

**Products worked with:**

Aromatherapy associates

**February 2005 - March 2006 - Salon Manager** at Carita Paris, Dubai, UAE - United Arab Emirates, (5 Star Hotel Spa)

**Duties included:**

- Responsible for all aspects of the running of one of Dubai's premier salon groups
- Supervised, disciplined, recruited, trained and motivated 20 multicultural staff across three sites
- Managed accounts, payroll, budgets and targets
- Heavily involved in opening and promoting a new third salon in Park Hyatt Dubai
- Formulated in-house and external promotions and produced all brochures, leaflets, vouchers and invitations
- Dealt with the press and developed promotional strategies using local newspapers, magazines and radio
- Took personal responsibility for stocktaking and product orders
- Increased revenues by attracting business from fashion shows and wedding planners

**Products worked with:**

Carita Paris

**September 2004 - February 2005 - Spa Therapist** at Le Meridien, Dubai, UAE - United Arab Emirates, (5 Star Hotel Spa)

**Duties included:**

- Learnt and developed all the essential skills required to manage a salon/spa
- Organised the weekly rota for approximately 15 staff
- Responsible for product rotation and stock ordering
- Briefed staff from other areas of the hotel on the services offered by the spa
- Held consultations with discerning and VIP clientele, and promoted the spa's treatments to journalists
- Provided facial and body treatments using Pevonia
- Advised customers on homecare products
- Made bookings with Spa Software

**Products worked with:**

Pevonia

**September 2002 - September 2004 - Beauty Therapist** at Caci face and body clinic, Peterborough, UK - United Kingdom, (High Street Salon)

**Duties included:**

- Provided facial and body treatments
- Advised customers on homecare products

**Products worked with:**

MD Formulations

St Tropez

CACI Facials

Matis

**September 2001 - September 2002 - Hair Stylist** at Clips hair salon, Dungiven, Ireland, (High Street Salon)

**Duties included:**

Usual hairdressing services

**Products worked with:**

Wella

**Education and Qualifications:****2012 University of Derby**

Masters in International Spa Management - passed with Merit

International Spa Management:

- Operations & Project Management
- Sustainable Management Systems
- Research Methodologies
- The Spa Consumer
- Strategic Directions
- Marketing and P.R
- Developing Skills for Business Leadership
- Managing the Dynamic Organisation

**2001 Peterborough Regional College**

NVQ Level 2 and 3 Beauty therapy

**Vocational Qualifications**

- Advanced Padi cert
- Reservations Assistant, Spa Soft, Shortcuts
- All excel IT skills

**Hobbies and Interests**

I enjoy running, cooking, yoga, and dogs.

CV created at [www.spastaff.com](http://www.spastaff.com)

**SPA STAFF.COM**  
