

# Curriculum Vitae

**Female**

**D.O.B. 15 September 1984**

**Number of years working in industry:**

**13 years 10 months**



**Candidate ID Number:** 14627

**Nationality:** Portuguese, South African

**Language Skills:**

Fluent: English, Portuguese

Good: Spanish

Basic: French, Italian

**Permitted to work in:** European Union, South Africa

**Position Sought:** Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager, Treatment Manager / Spa Trainer

## Personal Statement

I am an aspiring, committed and enthusiastic individual, always pushing myself to progress with my responsibilities.

I have had the opportunity to support different roles of the spa business in a 5 Star establishments throughout my career.

My strengths lie in financial and strategic development, creation of training tools to support and adjust to daily operations.

I love to feel the energy and essence of human beings, that makes me passionate about Beauty, Health and Wellness. This passion combined with proactivity, confidence and organization are my tools to achieve progress and creative ways to approach a business and adapt mutual benefits.

## Employment History:

**March 2016 - February 2019 - Brand/Training Manager** at (most recent employer hidden for confidentiality)  
Dubai, UAE - United Arab Emirates, (Product Company)

### Duties included:

Supervise Brand Development & Training in the Gulf Region. International meetings/ seminars & training with French Head Office to ensure Brand Compliance.

### Responsibilities:

- Ensuring that services and product lines that fall under our domain resonate with current and potential customers.
- Regular meetings with Spa Directors, Spa Managers and Spa owners.
- Monitor Training to ensure that Brand standards are being followed and treatments protocols are in place.
- Locate potential business deals by contacting potential partners; discovering and exploring opportunities.
- Closing new business deals by coordinating requirements, developing and negotiating treatment menus and integrating new strategies with business operations.
- Organization and presentation of Seminars and Events to promote the Brands in the region.

### Key Achievements:

- Successively increase Spa clients Revenues through creation of attractive Sales Solution Programs with Retail and Customer Service Training.
- Delivered extensive and thorough training to ensure Brand protocols and product knowledge followed the required International standards.
- Initiated effective Social Media Marketing Campaigns and Brand Awareness Strategies.

- Worked closely and consulting directly with Spa managers to improve standards and consultation skills of all staff.

**Products worked with:**

Phytomer - Vie Collection - Fleur's - Charme D'orient

**February 2015 - February 2016 - Spa/Training Manager** at Diva Lounge Spa, Dubai, UAE - United Arab Emirates, (Product Company)

**Duties included:**

Supervise all 15 Staff Members and Fitness Lounge, manage daily spa operations.

Responsibilities:

- Organizing and overseeing the overall spa operations, in particular the establishment of spa operational standards.
- Planning and Achieving financial targets.
- Development and implementation of packages and promotions.
- Overseeing the performance of team members including training and continuous enhancement of all aspects of spa operations including the maximization of guest satisfaction.
- To maximize sales of memberships, treatment courses and fitness classes through innovative strategies and to implement systems for member retention.
- To maximize sales of beauty treatments and retail products and to ensure repeat bookings and high therapist utilization.
- To identify and implement KPI's relevant to spa performance.

Key achievements:

- Enhanced revenues by 30% by actively engaging in productive business relations and enhancing clientele through utilization of referral base.
- Initiated new deal packages to cater for the financial needs of potential customers.
- Decreased functional expenses at the spa by 20% through vigilant maintenance of equipment and strict inventory control operations.

**Products worked with:**

Thalgo - Vie Collection

**April 2010 - July 2015 - Owner - Sold before moving to the Middle East** at Bliss Day Spa, Alvor, Portugal, (Day Spa)

**Duties included:**

Development of pre-opening. Spa Operations, Marketing and Retail Management.

Key achievement: At the age of 25 launched and ran a successful business for 5 years.

Recruitment and staff training to ensure high standard of Elemis treatments and protocols.

**Products worked with:**

Elemis - Mathis

**June 2013 - December 2014 - Assistant Manager** at Steiner Leisure, cruise ship, (Cruise Ship)

**Duties included:**

Elemis & Ionithermie treatments, detox and alkaline approach programs, Seminars and Sales/ work directly with fitness trainer to achieve main goals with detox programs.

Key achievement: Within only one contract was consistently the highest retailer.

Assisting Spa Director with daily spa operational duties.

**Products worked with:**

Elemis - Ionithermie

**February 2005 - March 2010 - Head Therapist** at Vehlow Estetica, Vilamoura, Portugal, (5 Star Hotel Spa)

**Duties included:**

Perform advanced face and body treatments within a luxury holistic environment with Elemis product house;  
Recommendation and products retail; Back and front office operational duties.

Key achievement:

- Promoted to head therapist after the second contract.
- Due to high standards of training within a 5 Star holistic environment, developed a strong sense of service excellence combined with holistic approach to guests experience ( Aromatherapy, Reflexology, Cristal Therapy, Ayurvedic Massage, Inner balance treatments).

**Products worked with:**

Elemis - Mathis

**Education and Qualifications:**

**2017 Inc. Academy**

Certificate Digital Marketing

Digital Marketing and Social Media Platforms

**2013 Steiner Training Academy**

**2006 Algarbel, Portugal**

NVQ 3 Beauty and Cosmetology

**Product Training:**

**May 2016 Charme d'Orient**

Beauty Leaders Head Office, UAE

Audrey Philibert - International Trainer

Full range of body and face treatments.

**July 2013 Phytomer - Vie Collection**

France Head Office France

Full range of face and body treatments.

**May 2013 Ionithermie**

Steiner School, London, UK

All Detox Treatments

**May 2013 Elemis**

Steiner Training School, London, UK

Full range of face and body treatments

**Vocational Qualifications**

- Microsoft Office - Word, Excel, Power Point and Publisher
- SilverSpa and Smart
- Salon Iris

**Hobbies and Interests**

Travel, World Cultures and History, Meditation, Reading, Sport.

