

# Curriculum Vitae

Female

D.O.B. 27 January 1968

Number of years working in industry: 28 years 2 months

**Candidate ID Number:** 154435

**Nationality:** South African, British

**Language Skills:**

Fluent: English

Basic: Afrikaans

**Permitted to work in:** South Africa, UK - United Kingdom

**Position Sought:** Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager, Salon Manager, Spa Coordinator, Assistant Manager, Treatment Manager / Spa Trainer, Hair Stylist, Retail Professional

## Personal Statement

Experienced professional with over 25 years of expertise in the hair industry, showcasing accomplishments as a skilled Hairdresser, Facilitator, Workplace Assessor, and successful transition into team management.

I possess a strong belief in my ability to seamlessly apply my leadership and educational development skills across various industry settings, enthusiastically embracing change and continual learning. My extensive background encompasses team leadership, the establishment and monitoring of key performance indicators (KPIs), budget planning and execution, business strategy, project management, the formulation of service level agreements, as well as facilitation and presentation.

A collaborative team player, dedicated to working seamlessly within a team to support my colleagues and contribute to shared goals. I value teamwork, inclusion, empowerment, and trust are essential for a positive working environment and for maintaining loyalty among internal and external stakeholders, I am committed to promoting teamwork, embracing diversity, and fostering a culture of inclusion, teamwork is crucial for success in any role.

. I approach my work with energy, passion, and professionalism, ensuring that projects move forward efficiently.

Strong administrative abilities, I have a keen eye for detail and excel in managing tasks, projects, and documentation, contributing to the overall efficiency of operations.

Solid strategic and critical thinking skills, actively seeking innovative ways to accomplish goals, always aligning my efforts with the company's objectives. Understanding of business needs and importance of customer focus.

project management, business-focus, and resource management capabilities with proven leadership skills, including managing and motivating other staff to achieve team and company objectives.

An Open, honest, transparent communicator, with a growth mindset and an entrepreneurial spirit.

Seeking work in international locations

## Employment History:

**June 2022 - September 2023 - Country Education Transformation Manager** at (most recent employer hidden for confidentiality) Woodmead , South Africa, (Product Company)

**Duties included:**

COUNTRY MULTI-BRAND EDUCATION TRANSFORMATION MANAGER

## L’Oréal South Africa: Professional Products Division (Promotion)

### Responsibilities:

- Reporting to the Divisional General Manager.
- Transforming the education function in South Africa, change management.
- Defining and tracking KPIs, budgeting, planning and implementation, developing and uploading educational content, monitoring traffic and User Experience on internal LMS platform. Managing, leading, coaching, and developing a team consisting of 4 Brand Education Managers, 5 Regional Education Developers, and 3 Pro Advocates.
- Strategizing and optimizing the reach of education, reshaping it into a robust driver for business growth and advocacy.
- Setting the country's education strategic direction and roadmap.
- Identifying and scaling up opportunities for return on investment in education across the brands.
- Defining and monitoring multi-brand education Key Performance Indicators (KPIs).
- Spearheading the implementation of education content onto the country's catalogue on L’Oreal Access, with a focus on monitoring page traffic (Power BI) and user experience (UX).
- Managing regional training academies and allocation strategy
- Leading the implementation of LSA (Learning Support Assistant) digital and social initiatives for both internal and external education communities.

### Achievements

- Developed an inclusive, stylist-centric educational framework, merging digital and traditional methods, across five brands, implemented and enhanced by the education brand team's creative expertise, representing a pioneering milestone in the education sector in the professional Products Division (PPD) in South Africa.

### Products worked with:

Exposed to all LOreal Brands

Professional Hair care & technical produts

Lux Brands

Consumer Brands

Active cosmetics

**September 2018 - June 2022 - Regional Senior Manager** at L'Oreal, Johannesburg, South Africa, (Product Company)

### Duties included:

NATIONAL EDUCATION BRAND MANAGER, AMERICAN BRANDS (Redken, Matrix & Pureology) (Promotion)

### Responsibilities:

Reporting to the Brand Lead, American Brands.

- Fostering and driving sell-out, emphasising a deep technical mastery of brand products within salons, and providing individual training concepts for external stakeholders.
- Adapting and implementing international brand educational programs.
- Developing the brand strategy, including defining the annual online and offline education plan.
- Managing, leading, and coaching a team of Brand Education Experts, consisting of 3 Regional Education Developers and 8 Brand Pro Advocates ensuring their upskilling and ability to reflect brand DNA.
- Overseeing the management and upload of education content to the brand's catalogue on L’Oreal Access, monitoring page traffic (Power BI) and user experience (UX)
- Defining and tracking brand's education Key Performance Indicators (KPIs) and Pro Advocates service level agreement (SLA)
- Managing online and offline education projects, including webinars, hybrid seminars and workshops, hair shows, and national academies.
- Planning of and ensuring the consistent posting of content on the brand's social media platforms.

### Achievements

- During the COVID-19 pandemic, my team took a proactive approach within the Professional Products Division (PPD) by being the first brand to implement a comprehensive online training platform for professional hairdressers. This strategy and framework were met with high praise and recognition from both our international colleagues and management teams. It was subsequently adopted as a best practice model for other countries. Despite the challenges posed by the pandemic, our brand continued to thrive and excel.
- Took a team of Pro Advocates and my team of Educators to attend Matrix Connect in Berlin in January 2019.
- Attended Matrix Destination in Spain with the Matrix marketing team and Matrix clients in September 2019.
- Promotion

**Products worked with:**

Exposed to all LOreal Brands

Professional Hair care & technical products mostly Matrix, Redken and Pureology

Lux Brands

Consumer Brands

Active cosmetics

**February 2018 - September 2018 - Regional Education Developer** at L'Oreal, Johannesburg, South Africa, (Product Company)

**Duties included:**

Responsibilities:

- Reporting to the National Education Manager, L'Oreal Professionnel.
- Directly overseeing the educational needs of two hundred and fifty salons and their stylists in Gauteng, East London, and Port Elizabeth.
- Collaborating closely with Sector Representatives to deliver technical training to clients, which has resulted in increased turnover of retail products and improved utilisation of technical products.
- Conducting educational sessions for salons on L'Oreal Professionnel products.
- Facilitating workshops and seminars in Gauteng, East London, and Port Elizabeth.
- Providing training to Sales Representatives on both new product launches and existing products within the brand.
- Assisting Sales Representatives and distributors in expanding the client base in their respective regions and enhancing revenue from existing clients.
- Effectively communicating the core values of the L'Oreal brand to clients.
- Actively participating in product testing and evaluation.

Achievements:

- Contributing to project managing of L'Oreal Colour Trophy and collaborating with international artists.

**Products worked with:**

Exposed to all LOreal Brands

Professional Hair care & technical products, mostly LOreal Professionnel

Lux Brands

Consumer Brands

Active cosmetics

**Career Break** - Traveling

**July 2011 - October 2013 - Regional Technical Educator** at L'Oreal, Cape Town, South Africa, (Product Company)

**Duties included:**

REGIONAL TECHNICAL EDUCATOR, L'OREAL PROFESSIONNEL (Promotion)

L'Oréal South Africa: Professional Products Division

Responsibilities:

- Reporting to the National Education Manager at L'Oreal Professionnel.
- Directly overseeing and managing a client list comprising two hundred accounts.
- Collaborating closely with Sector Representatives to deliver client training, resulting in increased retail product turnover and optimised technical product utilization.
- Educating salons and hairstylists about L'Oreal Professionnel products.
- Conducting workshops and seminars across the Western and Eastern Cape regions.
- Providing education to students at various colleges on brand principles.
- Developing and providing support to a team of four part-time Educators for L'Oreal Professionnel.
- Delivering training to Sales Representatives on both new product launches and existing brand lines.
- Assist and support Sales Representatives in expanding the client base in the region and increasing revenue from existing clients.
- Communicating L'Oreal brand values to clients.

- Participating in product testing prior to go to market.

#### Achievements:

- Attended a few professional courses and training seminars.
- Achieved full participation of 25-30 delegates in facilitated workshops and seminars conducted at the L’Oreal Cape town Training Academy.
- Achieved Education KPIs 2011,2012 & 2013.

#### Products worked with:

Exposed to all LOreal Brands

Professional Hair care & technical produts, mostly LOreal Professionel

Lux Brands

Consumer Brands

Active cosmetics

**October 2007 - July 2011 - Regional Technical Educator** at L'Oreal, Cape Town, South Africa, (Product Company)

#### Duties included:

REGIONAL TECHNICAL EDUCATOR, MATRIX

L’Oréal South Africa: Professional Products Division

- Reporting to the National Education Manager at Matrix.
- Managing a client list of one hundred accounts directly.
- Providing education to salons on Matrix professional products, both Ethnic and Caucasian lines
- Facilitating workshops, seminars, and competitions across the Western and Eastern Cape.
- Educating students at various colleges on brand principles.
- Developing and offering support to a team of six part-time Matrix Educators.
- Assist and support Sales Representatives in expanding the client base in the region and increasing revenue from existing clients.

#### Achievements:

- Attending a few professional courses and training seminars.
- Temporarily took on the role of a Sales Representative whilst continuing to educate, achieving sales target for the brand in 2009.
- Receiving the National Educator of the Year Award in 2008.
- Receiving the Matrix Brand Award for Passion and Positive Attitude in 2011.
- Promotion

#### Products worked with:

Exposed to all LOreal Brands

Professional Hair care & technical produts, mostly Matrix

Lux Brands

Consumer Brands

Active cosmetics

**September 2005 - September 2007 - Regional Technical Consultant** at Designer Group, Cape Town, South Africa, (Product Company)

#### Duties included:

Designer Group: Professional Products Division

#### Responsibilities:

- Reporting directly to the Technical Manager.
- Managing a client list of approximately six hundred clients.
- Conducting training sessions for salons on Designer Group Professional products.
- Facilitating workshops, seminars, and competitions at Designer Group Academy.

- Organizing and overseeing hair shows.
- Providing training to students at various colleges, including Germiston, Parktown, Pretoria, Rustenburg, and Evanda.
- Instructing students on assorted topics such as finger waves, pin-curls, advanced cutting, colouring, relaxing, perming, retail, and motivation.
- Engaging in product sales.

Achievements:

- Attending professional courses and training seminars.
- Assisting Sales Representatives in expanding the client base in the region and increasing revenue from existing clients.

### **Products worked with:**

Professional hair products

Italy Hair colour

Biosense

**January 1991 - August 2005 - Spa Consultant** at The Hair Team, Johannesburg, South Africa, (Hair Salon)

### **Duties included:**

QUALIFIED SENIOR HAIRSTYLIST

The Hair Team

Responsibilities

- Reporting to the owner and Manager.
- Hair Stylist to a base of approximately five hundred clients.
- Training apprentices.
- Stock control.
- Managing product Sales

Achievements

- Attended a few professional courses and training seminars, as detailed below.
- Project managed a few social and charity initiatives and events.

### **Products worked with:**

Wella

Loreal, Redken

Schwarzkopf

Goldwell

Biosense

## **Education and Qualifications:**

### **2021 Birnam Business College**

NQF 7 Gold Diploma

Business management (Passed with distinction)

Bookkeeping ( Passed with Distinction)

Business Communication (Passed with Distinction)

Principles of Marketing (Passed with distinction)

### **2019 ETDP.SETA Education Authority**

NQF Level 5 Certificate

Facilitator

## **2012 ETDP.SETA Africa Competency Development**

NQF Level 5 Certificate

Workplace Assessor

## **1997 Germiston Technical College, Johannesburg, South Africa**

Hairdressing & Cosmetology Services Industry & Training Board Trade Test – Ladies Hairdressing NQF Level 6  
Certificate European Level B Ladys hairdressing Certificate

Ladys Hairdressing

## **Vocational Qualifications**

Business Management Gold Diploma – NQF Level 7

Birnam Business College

## **Hobbies and Interests**

Yoga, growing herbs, reading, foodie

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