

# **Curriculum Vitae**

**Female**

**D.O.B. 24 July 1978**

**Number of years working in industry: 26 years 0 months**

**Candidate ID Number:** 16856

**Nationality:** British

**Language Skills:**

Fluent: English

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

**Position Sought:** Regional Senior Manager, Spa Director, Spa Manager

## **Personal Statement**

I have over 14 years operational and commercial experience in 5 star hotels, health club spa and wellness related business at management level, both national and international, and fully capable of managing multi site business'

I have excellent Business Sales and Marketing Acumen which I have gained through many years of hands on experience in all aspects of the spa industry.

My key strengths lay within creation and implementation of KPIs and statistical analysis to both stabilise and grow effectively within a business development and implementation plan.

I have Proven Leadership and People Management skills after leading team's as small as 4 and as large as 45 therapists, Aestheticians, stylists, consultants and Doctors.

Over the years I have gained working experience in many product houses including medical grade. With a strong determination of importance towards Standards, and a focused approach with attention to detail, this enables me to work with a team to maintain the highest standard for both the team and the clients.

I am looking for an exciting career where I am able to grow within a structured company and develop a brand where possible.

## **Employment History:**

**July 2017 - Present - Spa Director** at (most recent employer hidden for confidentiality) East Sussex , UK - United Kingdom, ( Hotel Spa)

### **Duties included:**

Project manage the spa refurbishment.

design and implement a new treatment and spa day offering

re structure spa membership

employ and train new therapists

all financial responsibilities from managing stock to writing and performance structure the budget and P&L

### **Products worked with:**

natural spa factory and elemis

**September 2013 - May 2014 - Spa Consultant** at spa Escape, Tunbridge wells, UK - United Kingdom, (Day Spa)

### **Duties included:**

Spa Escape offered a challenging role which excited me, as it was a business in need of a boost in all directions, from the staffing through to the financial and marketing aspects, the spa required commitment and attention to "put it back on the map". My main responsibility was to increase revenue and team build as well as recruit and provide additional avenues for the spa's future progression. Within the first three months the spa membership was developed and fast increased month on month, as well as the day spa revenue gaining profit, pulling the business back up to its expected turnover without a high cost of sales as stock and consumables are managed effectively and appropriately through my personal management tools and formats

#### **Products worked with:**

Germaine De cappucini

**April 2011 - September 2013 - Spa Director** at The CityPoint Club, Moorgate London, UK - United Kingdom, (Day Spa)

#### **Duties included:**

- Planned, developed and implemented strategy for HR management (including recruitment and selection policy/practices, discipline, grievance, counselling, pay and conditions, contracts, training and development, succession planning, morale and motivation, culture and attitudinal development, performance appraisals and quality management issues)
- Stabilised the workforce to reduce staff
- Including a business restructure and re development of the spa identity within the private members club.
- This included the refreshment and re design of the spa treatment offerings and services, along with therapist recruitment and training.
- The overall project was a success resulting in a NET budget achievement for each quarter.
- From there the daily running's and operations have remained my focus and drive to build the business and continually be creative in the growth of the spa. All whilst maintaining healthy GP's and a sound working environment for my team.
- Developed weekly operations report process and monthly performance review programme to maintain weekly and monthly financial targets and maintain budget
- Developed and implemented a range of key performance measures (number of clients; average spend; average price per treatment; re-booking %, occupancy)
- Planned and implemented sales and customer retention and development. Developed advertising and marketing plans and strategies designed to achieve acceptable levels of market penetration and to attract new customers to the business
- Responsible for operational due diligence
- Registered LPA

#### **Products worked with:**

Elemis, Aromatherapy associates, Decleor, Carita, Environ and Image

**February 2009 - April 2011 - Spa Director** at The Body Experience, Richmond Surrey, UK - United Kingdom, (Day Spa)

#### **Duties included:**

Control and manage the business P&L along with managing expenditure control, marketing and directly controlling all day to day running's of the Spa as well as the medical attribute of the business, whilst assisting an acquisition.

#### **Key Achievements:**

- Increased retail conversation from 5% to a weekly average of 24%
- Assess and configure the business's KPI's
- Create and control the monthly Payroll system
- Daily reports and board reports for the business development
- Marketing and Promotional forecasts
- Client retention schemes
- Renew and update all Risk assessments and health and safety policies
- Evaluate the business's infrastructure to establish the direction from the acquisition
- Create a re-furbishment critical path
- Re-integrate the team into the new business owners structure

#### **Products worked with:**

Elemis, carita, environ and skin sceuticals

**September 2008 - February 2009 - Spa Manager** at Esporta, Northwood, UK - United Kingdom, (Health Club)

**Duties included:**

Manage the 7 treatment room spa facility, proactively develop and increase the business revenue as well as support and develop the team

**Key Achievements:**

- Increased retail conversion from 8.5% to a weekly average of 54%
- Create new marketing internally and externally
- Recovered standards of hygiene and client care
- Marketing and Promotional forecasts
- Staff retention schemes
- Renew Policies and procedures
- Introduce new product and treatment houses for spa development
- Increased therapist occupancy to a weekly average of 80%

**Products worked with:**

E'spa

**February 2008 - August 2008 - Spa Consultant** at Lions Quays, Shropshire, UK - United Kingdom, (5 Star Hotel Spa)

**Duties included:**

Facilitate the development of a new spa within this 5 star hotel and leisure facility.

**Key Achievements:**

- Contract negotiation of all Spa suppliers - including product house
- Over see design and fit-out of spa facilities
- Recruitment and training of Therapist team
- Marketing and Promotional forecasts
- Staff retention schemes
- Database build with visual one spa software

**Products worked with:**

decleor and babor

**November 2005 - January 2008 - Spa Manager** at Grace Bay Club, Turks and Caicos island, Turks and Caicos Islands, (5 Star Hotel Spa)

**Duties included:**

Grace Bay club is a 5 star hotel condominium resort boasting a high client and guest portfolio. Assisted in the development and promotion of the brand new spa culminating with an 80% room utilization and over 25% retail revenue success. The Spa gained an excellent reputation for service and standard with both hotel guests and residents of the Island.

**Key Achievements:**

- Implemented staff utilisation procedures - high and low season
- Responsible for staff training and incentive schemes
- Liaison with product house representatives
- Hands on therapy and management responsibilities for the day to day running of the spa
- Marketing strategies and client retention forecasts

**Products worked with:**

elemis

**July 2004 - October 2005 - Spa Manager** at The Body Experience, Richmond surrey, UK - United Kingdom, (Day Spa)

**Duties included:**

A privately owned, award winning 5 star lifestyle and health day spa.

Key Achievements:

- Leadership and management of a team of 17 therapists and personal trainers
- Increased retail revenue from 10% to 35% per therapist
- Promotions and seminars for local businesses and clients
- Analysis and evaluation of Product House agreements
- Designed and implemented SOP's

**Products worked with:**

Elemis, Thalgo, jessica

**January 1998 - June 2004 - various roles** at Steiner, world wide, (Cruise Ship)

**Duties included:**

Various Roles | Steiner Leisure International | January 1998 - June 2004

Assistant to Spa Director for a Flagship set up

Key Achievements:

- Treatment training
- Revenue and budgeting forecasts
- Set-up of Spa, Salon and gym
- Implemented Sop's

Spa Director - 4 vessels

Key Achievements:

- Guest discrepancies
- Stock control
- Revenue and budgeting forecasts
- Retail training

On-Board Elemis Trainer - 4 vessels

Key Achievements:

- Train staff in new treatment procedures
- Retail and product knowledge training
- Seminars
- Staff motivation
- Product concept promotions

**Products worked with:**

elemis and La therapie

**July 1996 - December 1997 - owner** at The Beauty Box, Plymouth, UK - United Kingdom, (High Street Salon)

**Duties included:**

Set up and ran a small boutique beauty salon during final year at college.

Key Achievements:

- Established and maintained client base
- Created revenue production
- Gained invaluable experience of business procedures
- Marketing and Sales promotions

**Products worked with:**

elemis

## **Education and Qualifications:**

### **2016**

#### **1996 Plymouth College of Further Education**

- GNVQ 2 and 3 in beauty therapy - distinction
- NVQ 2 and 3 in health and social care - distinction

## **Product Training:**

#### **May 2011 Aromatherapy Associates**

Brentford AA training academy

full product and treatment training

#### **July 1996 Elemis**

Elemis Academy

Full product and treatment training

## **Vocational Qualifications**

I have attended many health and safety courses.

My skills have been lead by life experience, including full awareness and capable of the use of excel and word.

## **Hobbies and Interests**

- Reading autobiographies
- learning new culinary skills
- keeping up to date on new techniques within the fast growing spa and Aesthetic industry

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

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