

# Curriculum Vitae

**Female**

**D.O.B. 23 February 1989**

**Number of years working in industry:**

**16 years 9 months**



**Candidate ID Number:** 16880

**Nationality:** British

**Language Skills:**

Fluent: English

Good: Spanish, Italian

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

**Position Sought:** Spa Consultant, Spa Manager, Spa Co-ordinator, Assistant Manager, Head Therapist, Treatment Manager / Spa Trainer, Senior Therapist, Beauty Therapist, Skin Clinic Therapist, Massage Therapist, Holistic Therapist, Retail Professional

## Personal Statement

A highly accomplished and qualified Spa Manager & Account Manager. I have extensive experience as a Spa Manager, working within 5 star Hotels over a span of 5 years.

I am an excellent planner, with a proactive approach to personal development and time management and I'm able to organise work effectively to achieve and exceed targets. I consider myself to be an excellent communicator and motivator and take pleasure in helping learners to achieve their personal goals. I take a keen interest in promoting development within business through sales, training and sharing best practice. I am extremely passionate about my industry and eager to promote the highest standards.

Overall, I am a highly driven and consistent team player with the ability to work independently and motivate others.

Professionalism, passion and excellence are qualities I pride myself on, which has been displayed throughout all my previous roles.

I am seeking a new challenge in Spa Management or Sales Management. I am willing to relocate for the right opportunity.

## Employment History:

**January 2012 - Present - Spa Manager** at (most recent employer hidden for confidentiality) Cumbria, UK - United Kingdom, (5 Star Hotel Spa)

### Duties included:

- Responsible for the overall management and performance of the Spa, ensuring high standards of professionalism, customer service and best possible financial performance
- Monitoring spa performance through KPIs, linking results with sales and marketing activities
- Developing brand awareness within the hotel
- Developing an annual business plan for the spa, in conjunction with the Hotel General Manager and AVEDA.
- Solely responsible for the achievement and regular review of the business plan and budget
- Work closely with hotel Sales and Marketing team to ensure marketing and promotional plans are maximised
- Provide leadership, direction and support to employees within the Spa
- Working closely with the Aveda Spa Ambassador on designing effective training sessions for team members
- Training of team members, spa treatments, product knowledge and customer service training
- Provide signature Ayurvedic treatments, including skin wise and body wise therapies
- Staff recruitment, from advertising to placement
- Increasing the client base and raising spa awareness within the hotel
- Monitoring and maintaining a computerised spa system
- Creating a client database, through building a trusted rapport with guests

- Liaising with Aveda Rep on figures and spa performance

### **Products worked with:**

Aveda

Orly

Shellac

**August 2017 - April 2018 - Area Sales Representative** at Dermalogica, Newcastle, UK - United Kingdom, (Product Company)

### **Duties included:**

My Responsibilities

- I was responsible to ensure the on-going success and development of existing Dermalogica skin centres across the North East and Cumbria area, providing support and customer care to 154 accounts
- Meeting all sales targets, encouraging sales growth within existing and new Skin Centres
- Building a trusting and meaningful relationship with all skin centre owners/managers
- Visiting new and existing accounts on a 4-8 week call cycle to assist and develop sales
- Providing in-salon sales support through training and business development sessions
- Assist and support with salon events. Training staff on short and effective skincare demonstrations for events
- Source new business by cold calling and networking in my area, researching and managing new prospect lists
- Planning diary, appointments, lunch and learns & route planning
- Attend local and regional sales meetings
- Liaise with other Field Sales Personnel and Administration staff at Head Office
- Use of CRM software to log information
- Daily, weekly & monthly reporting
- Use of Power BI software to view weekly/monthly targets and figures

Key achievements

- All targets attained
- Within 3 months added £12k to previous YTD figures
- Increased monthly sales by 25%

### **Products worked with:**

Dermalogica

**May 2015 - August 2017 - Spa Manager** at Daffodil Hotel & Spa, Cumbria, UK - United Kingdom, (5 Star Hotel Spa)

### **Duties included:**

- Re-opening of a newly renovated 5\* Spa in the Lake District, Cumbria
- Responsible for the overall management and performance of the Spa, ensuring high standards of professionalism, customer service and best possible financial performance.
- Monitoring spa performance through KPIs, linking results with sales and marketing activities
- Support, development and management of a Spa team of 15 therapists
- Management and upkeep of 4 treatment rooms and leisure facilities
- Operations driving key elements of leisure facilities, such as H&S, cleanliness and maintenance of the Spa
- Overseeing Spa diary management
- Managing financial forecasts and budgets, reporting figures to the Hotel Revenue department
- Increasing the client base and raising Spa awareness within the hotel
- Development and planning of makeup and skincare spa events, working closely with the hotel marketing team to promote the events.
- Developing positive working relationships with all team members and encourage teamwork
- Ensure all aspects of the guest spa journey is adhered to by all staff members, journey to include; greeting the guest, once in the treatment room, during the treatments and after conducting show around of the Spa facilities
- Dealing with guest feedback, complaints and ensure that necessary action is taken
- Liaise with Germaine de Capuccini Representative to ensure brand standards are being met in treatments and retail

Key achievements

- I was shortlisted in the final 3, for Spa Manager of the Year, with Germaine de Capuccini Spa Awards 2017.
- Built a Spa clientele from scratch

- Gross income £28k pcm

**Products worked with:**

Germaine de Capuccini

**May 2010 - December 2012 - Senior Therapist** at The Swan Hotel and Spa, Cumbria, UK - United Kingdom, ( Hotel Spa)

**Duties included:**

- Provide signature ESPA treatments, including facial and body treatments
- Apply and instruct on Makeup
- Provide lash and brow treatments
- Provide and advise on nail care
- Provide pre/post natal treatments
- Provide Indian head massage
- Provide hot stone massage
- Ensuring guests and members 'spa experience' are special and memorable
- Helping to provide a friendly, knowledgeable and professional service offering a wide range of ESPA treatments
- Consulting each client to fully understand their personal needs and be committed to delivering high quality, exceptional treatments.
- Supporting the spa manager to maximise revenue through careful diary management and proactive selling of high quality spa retail products.
- To ensure the spa is kept clean and well maintained, and fully compliant with legislative requirements
- Opening and closing of the Spa

**Products worked with:**

ESPA

St Tropez

OPI

CND Shellac

**September 2009 - May 2010 - Retail Professional** at Space NK, Newcastle, UK - United Kingdom, (High Street Store)

**Duties included:**

- Helping and advising customers on various make-up and beauty products
- Demonstrating make-up on customers and showing them different looks to suit their features and personality
- Observing and assisting the Manager whilst building professional and friendly relationships with customers
- Delivering a high standard of customer service at all times
- Ensure to achieve personal daily/weekly sales targets
- Training and product knowledge of premium product houses
- Working within a small team and sharing Makeup Artistry tips/looks with each other
- Working with a variety of product houses in store, some include; NARS, Kevyn Aucoin, By Terry, Laura Mercier and other exclusive brands within Space NK.

**Products worked with:**

Nars

Laura Mercier

By Terry

Other various skincare and makeup brands that are exclusive to Space NK

**May 2009 - September 2009 - Beauty Therapist** at Centro Estetico CEM Beauty Center, Italy, Italy, (Day Spa)

**Duties included:**

I was fortunate to gain a position on a work experience and language programme in Northern Italy. Although this was a temporary placement, I found it extremely valuable for my professional development. I was in employment at a busy

city spa, at which I learnt to speak and understand Italian language, as well as performing beauty treatments. I also attended a language course once a week to help maximise my spoken and written Italian.

Health and beauty treatments in spa included: cleansing treatments, facials, massage, manicures, pedicures, waxing, and reception duties.

**Products worked with:**

Elemis

Guinot

**Education and Qualifications:**

**2008 South Tyneside College, South Shields**

NVQ Level 3

Beauty Therapy

**2005 Harton Comprehensive**

GCSE

Math - C

English - B

Art - B

Science - C

Lesuire and Tourism - B

**Product Training:**

**December  
2015**

**ORLY**

Orly brand immersion workshop

Orly manicure

Orly pedicure

Orly gel fx

**March  
2015**

**AVEDA**

Aveda Institute,

London

Aveda Skinwise 1&2 in Facials

**November  
2014**

**ESPA**

Gibbon Bridge,

Preston

ESPA Essential knowledge and Treatment Training ;

ESPA Facials

ESPA Body treatments

**Vocational Qualifications**

First Aid training

IT - Level 2 qualification

## Hobbies and Interests

Yoga

Swimming

Horse riding

Reading

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

