

# **Curriculum Vitae**

## **Female**

**Number of years working in industry: 17 years 0 months**

**Candidate ID Number:** 19445

**Nationality:** British

**Language Skills:**

Fluent: English

**Permitted to work in:** British Virgin Islands, UK - United Kingdom

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

## **Personal Statement**

Abby Strickland is currently based in Houston, Texas working as the Director of Student Services at The Institute of Cosmetology, Esthetics & Massage- the first CIDESCO international accredited school in the US.

As a CIDESCO diploma holder as well as a licensed esthetics instructor in the state of Texas, Abby believes that quality and on going education is a vital part to a successful career in the spa and beauty industry.

With experience working all over the world, including the Caribbean, the US, Canada and the UK, Abby has a wealth of knowledge in spa management, spa consulting, project management and teaching. Her most influential role was working for Sir Richard Branson as Spa Manager/ Spa Consultant on his private island- Necker Island in the British Virgin Islands.

In December 2016 Abby created her own international spa consultancy business- Diamond Spa Consultancy. Offering her advice and expertise to spa managers/owners, beauty schools and individuals on upcoming products, current operating procedures as well as many other things that create a successful and profitable spa.

Abby's wide variety of skills education and international experience make her a valued addition to the spa industry

## **Employment History:**

**July 2017 - Present - Director of Student Services** at (most recent employer hidden for confidentiality) Houston, USA - United States, (College)

### **Duties included:**

- Licensed Esthetics instructor in the state of Texas.
- Teaching, mentoring and motivating all senior esthetics students in theory, the practical classroom and on the clinic floor following the I.C.E curriculum.
- Teaching advanced classes to both current and outside students once every quarter.
- Teaching the CIDESCO preparation class which is offered to both current and outside students and includes a CIDESCO mock exam.
- Ensure the students are confident to perform all services including facials, waxing and tinting on all clients both male and female.
- Preparing the students during their last 50 hours of school to pass the written and practical state board exams.
- Prepare lesson plans as needed to ensure all students remain enthusiastic learners.
- Maintain accurate and up to date knowledge of subject matter being taught, as well as skin care products and new industry trends.
- Proctor and grade all senior esthetics written tests and make up tests.
- Supervise field trips for both junior and senior classes.
- Grade and provide feedback for the final exams both written and practical which are required for students to receive their certificates from the school.
- Responsible for managing all student personnel files which include test grades, hours recorded for the state, credits earned and monthly updates on performance in school.
- Student counselor available to discuss with students any private or personal matters that may affect their education and implement a plan to best suit the individual needs of the student.
- Manages the school website and all social media pages as well as editor and writer for the schools monthly newsletter.

- Assists students in creating an updated resume as well as applying for suitable roles and interview preparation before graduation.

### **Products worked with:**

Sothys

### **Career Break - Training - industry-related**

**January 2016 - December 2016 - Spa Manager** at Whatley Manager, Malmesbury, UK - United Kingdom, (5 Star Hotel Spa)

### **Duties included:**

- Responsible for the overall management and operation of the award-winning Aquarias Spa located at Whatley Manor Hotel, a AA Five Red Star hotel, reporting to the general manager and hotel owner.
- Managing a large team of staff including therapists, receptionists and spa attendants and exhibit leadership skills, a professional attitude and an ability to handle and resolve problematic client and staff situations.
- Rotational responsibility as Hotel Duty Manager.
- Monitoring financial budgets, profit margin analysis and continually seek new business opportunities to grow the business. This includes implementing procedures to manage operational costs and boosting the bottom line.
- Have improved the Spa's turnover and profit for Product Sales and Treatment by a minimum of 25% and up to 50%.
- Anticipate, identify and ensure the needs of the guests and the members are being met, this includes regular analysis of feedback via survey's and feedback cards.
- Initiated and developed a new partnership between the luxury skin care brand Natura Bisse and Lava Shells by Shared Beauty Secrets.
- Responsible for creating and designing additional treatment rooms including the new 'Bubble Suite" for Natura Bisse which will be the very first of its kind within the UK.
- Promoted a luxury skin care brand development, I created a brand new spa treatment menu to offer a strong range of services to suit our growing cliental and to provide the very latest treatment in line with the emerging top spa industry trends.
- Continuously creating new in house promotions and organize spa related events to promote sales and build further brand awareness.
- Implement ongoing training to ensure development within the team and to ensure service standards are being upheld. This includes in house retail training conducted by myself, reception training hosted by Spa Partners and refresher training for therapists hosted by the product brand trainers.
- Develop and maintain spa literature including standard operational procedures, therapist, receptionist and spa attendant performance manuals and all opening and closing instructions.
- Create a motivating environment to empower all staff and hold regular meetings to keep the spa team up to date on all aspects of the spa operations and upcoming events and activities.
- Maintain professional relationships with the account managers and suppliers.
- Monitor purchase orders and stock levels, and insure monthly inventory is managed correctly.
- Responsible for effective scheduling of the staff to ensure maximum revenue generation and profitability. Also staff payroll, vacations, training and appraisals as needed to ensure continued staff development.
- Consistently lead the team to ensure the vision of the spa is not only met but exceeded and that 5 star standards are maintained at all times.

### **Products worked with:**

Ila, Natura Bisse, Jessica,

### **Career Break - Training - industry-related**

**January 2015 - October 2015 - Spa Director** at Sugar Beach, Soufriere, Saint Lucia, (5 Star Hotel Spa)

### **Duties included:**

- Responsible for assisting in the overall operation and management of The Rainforest Spa with a total of 7 tree house style cabana's, a private double treatment room with hot tub, manicure and pedicure room, skin clinic, makeup studio and hair salon and separate fitness center, reporting directly to the Director of Health & Wellness.
- Responsible for managing a team of 21 staff in total including 10 therapists, 5 receptionists, 3 spa attendants and 3 fitness instructors.
- Assisted in creating therapist and reception team performance manuals
- Consistently monitored all stock levels and inventory, worked with all vendors international and local to ensure all orders were placed and tracked to the resort.
- Control ongoing service and product margin analysis to ensure profitability
- Worked with the director of health and wellness and the financial director to ensure high profit margins and minimize outgoings.

- Supervised and assisted reception team and retail area to ensure excellent customer service, the up selling of treatments and products and always leading by example.
- Complete all monthly, bi weekly and freelance wages and monitor payroll hours to control labor cost and overtime.
- Consistently develop and grow retail and treatment sales and services through training, tools and monitoring.
- Completed all schedules to ensure maximum profitably based on hotel occupancy.
- Create and monitor all marketing tools and promotions for the Rainforest Spa.
- Responsible for being the direct contact for all groups, VIP's, celebrities and journalists spa appointments.
- Monitor all guest feedback via market matrix and in spa feedback cards to ensure the ultimate in guest spa experience at all times.

Provided ongoing staff motivation, team development and high standards of service, and coordinate ongoing educational training programs.

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

- Natura Bisse, Environ, Valmont, CACI, Spa Ritual, Jane Iredale, Biofreeze, Rapidlash

#### **Career Break - Traveling**

**June 2014 - September 2014 - Spa Manager** at Necker Island, Richard Branson's Private Island, British Virgin Islands, (5 Star Hotel Spa)

#### **Duties included:**

- Work with the current spa team to ensure treatment and retail targets are reached and exceeded each month
- Set in place SOPs and closely monitor COS for treatment and retail
- Ensure all therapists are correctly trained in treatments and confident with retail sales and empower them on a daily basis
- Monitor stock levels, place all purchase orders and control inventory
- Develop and maintain a spa treatment procedure manual
- Ensure a consistent 5 star standard is set at all times
- Manage operational costs and boost profits margins where possible
- Effectively breakdown monthly targets and motivate the team to reach these
- Promote the spa among the guests on island to gain bookings and sales
- Work on any areas that need further development to ensure the future success of the spa business in the short and long term

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

Aromatherapy Associates

Moroccanoil

**May 2013 - April 2014 - Assistant Manager** at Champneys, Guildford, UK - United Kingdom, (Day Spa)

#### **Duties included:**

- Deputise for the manager in her absence
- Ensure the high standards of the company are achieved at all times
- Monitor, advise and encourage the team members on a daily basis
- Assist the manager in the daily operations of running the spa
- Follow specified marketing plans and execute all aspects to the best of my abilities.
- Complete payroll, HR and financial paperwork for the company

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

- Champneys
- Elemis
- Decleor
- Mama Mio
- Korres
- Orly

**April 2012 - January 2013 - Spa Co-ordinator** at Houstonian, Houston, USA - United States, (Health Club)

#### **Duties included:**

- Dual role in delivering services at the Spa
- Worked 3 days a week as Spa coordinator
- Carried out opening & closing procedure
- End of day reconciliation
- Stock control
- Assisted in creation of events in order to promote awareness of spa
- Delivery of five star customer care at all times
- Trained front of house staff in reception procedures, meet & greet policy and standard operation procedures of spa
- Worked with a computerized booking system (IBS)
- Completed weekly & daily reports to line manager
- Meet & Greet clients ensuring their spa journey went smoothly
- Ensure large groups of clients on packages were catered for
- Banking
- Two days a week delivered exceptional treatments to clients

**Products worked with:**

- Peter Thomas Roth
- Morocan Oil

**November 2012 - January 2013 - Retail Professional** at MAC Cosmetics, Houston, USA - United States, (Product Company)

**Duties included:**

- Worked freelance over the busy Christmas period as a makeup artist.
- All aspects of Makeup application
- Carrying out consultations to ascertain clients' needs
- Participating in Events to promote new colours & make up lines
- Delivered Makeovers to increase retail & brand awareness
- Traffic stopping
- Working towards set targets & exceeding them
- Assist in stock control

**Products worked with:**

- Mac Cosmetics

**December 2008 - December 2009 - Senior Therapist** at House of Toli, Calgary, Canada, (Day Spa)

**Duties included:**

- All aspects of Beauty Therapy & Massage Therapist
- Retailing products
- Carried out skin consultations
- Nominated to be Spa Liaison Therapist
- Meeting & greeting Clients
- Ensuring Spa journey for clients went smoothly
- Maintaining brand standards of Spa Area
- Making sure Clients waiting time was not too long and were provided with refreshments

Stock control

**Products worked with:**

Eminesce

Jane Iredale

**Career Break - Training - industry-related**

**December 2007 - November 2008 - Beauty Therapist** at Matfen Hall, Matfen, UK - United Kingdom, ( Hotel Spa)

**Duties included:**

- All aspects of Beauty Therapy
- Carried out consultations to ascertain skin care needs

- Maintained brand standards of salon
- Participated in Spa Events & promotions
- Retailed products
- Built up large clientele

### **Products worked with:**

Comfort Zone

Jessica

Jane Iredale

### **Education and Qualifications:**

#### **2014 Trident International University**

Bachelors degree

Bachelors degree in business administration and management

#### **2010 Hollywood Studio Makeup Academy**

Certificate to confirm training completed

Makeup artistry for film, television and print.

#### **2005 Cleveland school of nail technology**

Diploma

Nail technician

#### **2012 Lone Star College**

Associates degree in business

#### **2007 Institute of cosmetology and esthetics**

CIDESCO

### **Product Training:**

#### **December 2007 Comfort Zone**

Training was completed at their head offices in Birmingham, UK.

- Comfort Zone company and product history
- All facial and body treatments
- Product knowledge
- Sales techniques

#### **December 2007 Jessica**

Training was completed through the company Matfen Hall which I worked with at that time.

- Jessica products knowledge and training
- Sales techniques

### **Vocational Qualifications**

First Aid

Customer service

Retail sales

Embracing diversity

Accountability training and management

Conflict resolution

## **Hobbies and Interests**

Reading, writing, travel, cooking, makeup

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

