

Curriculum Vitae

Female

D.O.B. 25 June 1975

Number of years working in industry: 20 years 11 months

Candidate ID Number: 20229

Nationality: British

Language Skills:

Fluent: English

Permitted to work in: UK - United Kingdom

Position Sought: Regional Senior Manager, Spa Director

Personal Statement

I am a confident and experienced Director of Spa and Leisure, possessing the ability to drive operational management at the highest level in order to achieve revenue results. With over 10 years of experience in the Leisure and Spa industry, I feel have the aptitude and ability to ensure my own experiences and skills are utilised fully to produce and support in all areas with experience of supporting /setting up new processes and systems knowledge standards whilst on International task force.

Seeking to work in the UK and the UAE

Employment History:

November 2009 - Present - Spa Director at (most recent employer hidden for confidentiality) Birmingham, UK - United Kingdom, (Hotel Spa)

Duties included:

Responsible for a team of 2 managers , 2 Supervisors and 20 associates

Plan and organise Corporate and VIP events

Setting of annual sales and profit budgets for both Leisure and Spa.

Identify target sales markets and create effective sales campaigns to drive revenue and profit

Set membership sales, Spa utilization and retention strategy

Control all department costs including payroll to ensure profit delivered

Deliver all operational standards

Address any Health and Safety issues whilst continuing to maintain company standards

Set clear goals and targets for Managers and communicate performances

Responsible for all other hotel outlets in absence of General Manager

Products worked with:

Decleor

Jessica

St Tropez

I do not perform treatments but have knowledge of all the above

April 2012 - April 2012 - Spa Director at JW Marriott Hotels, Baku, Azerbaijan, (5 Star Hotel Spa)

Duties included:

- International Task force
- Marriott Brand Standard training at all levels
- Implemented pre training plans
- Pool plant room, First Aid and Lifeguard skills training
- Spa outlay and design
- Health and safety/ Marriott SOP Spa training delivery
- Implementation of Sales and Marketing plans
- Membership Sales Training
- Spa Retail Management and Sales training

Products worked with:

Products used Anne Semonin

May 2007 - November 2009 - Leisure manager at Marriott Hotels, Leicester, UK - United Kingdom, (Hotel Spa)

Duties included:

- Setting of annual sales and profit budgets
- Identify target sales markets and create effective sales campaigns to drive revenue and profit
- Set membership sales and retention strategy
- Control all department costs including payroll to ensure profit delivered
- Deliver all operational standards
- Address any Health and Safety issues whilst continuing to maintain company standard
- Ensure hotel brand audit is achieved to the highest level
- Brand Standard Champion for the Hotel
- Duty management
- Implementation of cleaning rosters to ensure high member satisfaction

October 2006 - May 2007 - Leisure manager at Marriott Hotels, Newcastle, UK - United Kingdom, (Hotel Spa)

Duties included:

- Setting of annual sales and profit budgets
- Identify target sales markets and create effective sales campaigns to drive revenue and profit
- Set membership sales and retention strategy
- Control all department costs including payroll to ensure profit delivered
- Deliver all operational standards
- Address any Health and Safety issues whilst continuing to maintain company standards
- Ensure hotel brand audit is achieved to the highest level
- Duty management
- Implementation of cleaning rosters to ensure high member satisfaction

March 2005 - October 2006 - Leisure manager at Marriott Hotels, Durham, UK - United Kingdom, (Hotel Spa)

Duties included:

- Highest Audit score achieved throughout the UK 98%
- Achievement of the Best UK score for Membership satisfaction in 2006 (the club was last but one in 2005)
- Consistently passed all Leisure Audits with 95% or above
- Setting of annual sales and profit budgets
- Identify target sales markets and create effective sales campaigns to drive revenue and profit
- Set membership sales and retention strategy
- Control all department costs including payroll to ensure profit delivered
- Deliver all operational standards
- Address any Health and Safety issues whilst continuing to maintain company standards
- Ensure hotel brand audit is achieved to the highest level
- Implementation of cleaning rosters to ensure high member satisfaction

Education and Qualifications:

1998 Loughborough College

BTEC travel and tourism

Vocational Qualifications

First Aid STA instructor

Pool Lifeguard STA instructor

Hobbies and Interests

Football

Dancing

Keeping Fit

CV created at www.spastaff.com

