

Curriculum Vitae

Female

D.O.B. 28 May 1976

Number of years working in industry: 24 years 5 months

Candidate ID Number: 21009

Nationality: British, Czech

Language Skills:

Fluent: English, czech

Basic: German, Spanish, Russian

Permitted to work in: European Union, UK - United Kingdom

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

Personal Statement

Quick learner, and able to adjust very quickly

Exceptional organisational and administrative skills and pro-active approach to membership sales, retention and customer care.

Seeking to work in the UK

Employment History:

September 2001 - Present - Spa Director at (most recent employer hidden for confidentiality) Camberley, UK - United Kingdom, (5 Star Hotel Spa)

Duties included:

My current work as Leisure Club and Spa Manager, involves management of the Spa and Leisure Club facilities, from recruitment and coaching of beauty therapists and personal trainers to management of P&L. I had the opportunity to build a club with strong performance in membership and retail revenue, launch a new product range which included rebranding of all beauty therapy treatments, retraining a team of therapists and setting new standards of service delivery.

My role includes management of facilities including 2 gyms, 17m swimming pool, sauna, steam room, relaxation facilities and 5 beauty treatment rooms. Our business turnover in last 12 months was £600K.

Key Achievements

- Increased annual turnover from 430K to £600k
- Increased monthly GP from 18.6K to 29K
- Rise in membership revenue from £17.3K/month to £21K/month since the start of my employment, with growth in yield per member and consistent positive monthly growth in membership numbers
- Growth in beauty treatment revenue by 24% and growth in treatment room occupancy by 27%
- Retail sales have risen by 49% and we have consistently hit budget in last 13 months and currently forecast to be up on budget and up on LY for rest of financial year.

The above achievement came as a joint effort of 15 mainly new staff team who joined us as part of team re-structure.

- New strategies implemented in the last 12 months included change in third party usage for spa marketing to increase profit margins, set up of Fitech (membership retention tool), and beauty product re-branding. In the last 3 months the spa changed product brand (beauty treatments and retail) from Decleor to Elemis, which entailed re-training of 8 therapists on procedures for all treatments, and product knowledge retraining of the whole team.

Products worked with:

Elemis

Education and Qualifications:

2014 Derby University

Masters studies in Strategic Management

2010 The Open University

degree

Psychology Bsc (Hons)

Product Training:

September 2013 Elemis, Decleor

Macdonald Hotels

Vocational Qualifications

management qualification

yoga , pilates, personal training qualifications

Hobbies and Interests

Practice of Iyengar Yoga

CV created at www.spastaff.com

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