



Curriculum Vitae

Female

Number of years working in industry:

16 years 3 months

Candidate ID Number: 21440

Nationality: Portuguese, Russian

Language Skills:

Fluent: English, Portuguese, Russian

Basic: Spanish, French, Italian

Permitted to work in: European Union, Russia

Position Sought: Spa Director, Spa Manager

Personal Statement

Having grown up in the Beauty Salon business, I have spent the past 20 years carving out my own successful career in the luxury Spa and Wellness industry throughout the Middle East, Asia, Europe, Russia and CIS. Starting as Cosmetologist and progressing to Director role has given to me a detailed understanding of how both small and large Spas operate at all levels and has afforded the opportunity to work with many different cultures within multi-task hospitality environment.

A deep knowledge of Vedic philosophy and preventive Ayurveda together with a passion for health and wellness has defined my personal and business philosophy. I develop my career having successfully opened and managed many significant, international Spas including the most luxury destination properties of Starwood, Kempinski and IHG, as well as liaising with global luxury Spa Operators and Management companies as Resense and ESPA.

My interpersonal and communication skills let me to develop and maintain positive internal and external relationships at all levels. I do enjoy being part of, as well as leading, motivating and mentoring a successful and productive team.

Employment History:

January 2018 - Present - Wellness Center Project Manager at (most recent employer hidden for confidentiality)
Vilnius, Lithuania, (5 Star Hotel Spa)

Duties included:

Pre-opening project from construction level. 7400 m2 Spa & Wellness Centre, 18 treatment rooms, 3 spa suits, 2 indoor pools, AquaSpa with thermal and relaxation areas, fitness facilities, Spa restaurant, 2 retail zones, 4 guest changing rooms

Products worked with:

[comfort zone]

Gemology

Of The Island Elements

VitaJuwel

Career Break - Pandemic lockdown

July 2018 - November 2018 - Head of Spa & Wellness at The Westin Maldives Miriandhoo Resort, Maldives

Maldives, (5 Star Hotel Spa)

Duties included:

Pre-opening Spa & Wellness set up. Resort has been opened 12th of October 2018.

Products worked with:

Thema

Of The Island

August 2016 - September 2017 - Spa Director at Al Faisaliah Spa by ESPA, Riyadh, Saudi Arabia, (5 Star Hotel Spa)

Duties included:

On-site full time Spa Consultancy service - Acting Director of Spa.

- Business and operational audit, assessment, review to determinate areas of development
- Current strategy, business plan, financial evaluation and review and development planning
- Brand Evolution support
- On-site operations support implementation
- Mystery shopper & coaching calls review with following up training planning
- Bespoke standard, inclusion and 'attention-to-detail' evolution
- On-site team development and coaching
- PR and marketing lead and support
- Spa Sales training
- Spa staff training - Luxury & bespoke Spa delivery
- Spa staff exercises and development realisation
- Business and Operational development

Products worked with:

ESPA, ICON, O.P.I. MoroccanOil

February 2015 - April 2016 - Spa Project development Manager at Park Hotel LTD, Borjomi, Georgia, (5 Star Hotel Spa)

Duties included:

1. Spa concept, philosophy and vision definition.
2. Spa design review and implementation of changes in terms of aesthetic beauty and functionality.
3. Creating specifications lists for equipment, accessories, products and linen. Source of suppliers, negotiation, contracting and purchase.
4. Composing Spa menu of treatments and programs for different types of customer.
5. Human Resource Activity:
 - Spa Manning Guide list
 - Spa staff job and professional responsibility description
 - Interviews and selection of professional
 - Training programs set-up and implementation
 - Staff training
6. Spa Operations
 - SOP and check-up lists
 - Spa LQA
 - Duty roasters
 - Attendance record
 - Spa booking system source, presentation to Management, negotiation and implementation.
7. Financial Administration
 - Budget, forecast
 - Daily Revenue report, P&L and GOP

- Stocks maintenance & control
- Inventory and discharges.
- 8. Marketing and promotion activity.

Products worked with:

[comfort zone]

Davines

Hydrafacial

June 2014 - February 2015 - Spa Consulting & Development service at Freelance work by contracts, Lisbon, Portugal, (Day Spa)

Duties included:

Main activity:

1. Spa concept, philosophy and vision definition.
2. Design review and suggestions of changes in terms of aesthetic beauty and functionality.
3. Providing specifications lists for equipment, accessories, products and linen, along with recommendation of suppliers.
4. Composing Spa menu of treatments and programs for different types of customer.
5. Human Resource Activity:

- Spa Manning Guide list
- Spa staff job and professional responsibility description
- Co-participation in the interviews and selection of professional
- Training programmes set-up
- Staff training (5+ days / 8 hours per day)

6. Spa Operations

- SOP and check-up lists

- Spa LQA
- Duty rosters
- Attendance record
- Spa booking system (manual or soft)

7. Financial Administration

- Budget, forecast
- Daily Revenue report, P&L and GOP
- Stocks maintenance & control
- Inventory and discharges.

8. Marketing and promotion activity at pre-opening period.

9. On-going support & consultancy.

September 2013 - May 2014 - Spa Director at Kempinski Grand Hotel Gelendzhik Black Sea, Gelendzhik, Russia, (5 Star Hotel Spa)

Duties included:

The world-class Spa 4000 m² includes thermal zone, 12 treatment rooms, 2 Spa suits, gym, fito- and vitamin- bars, 1 inside and 2 outside pools. Resense S.A. operating management. Spa staff members - 29.

Main responsibilities:

Operations

- Supervise daily spa operations and liaise with department heads to ensure cleanliness, maintenance and service standards are upheld
- Maintain and preserve the Spa's vision and mission
- Ensure the spa's operating procedures and policies manuals are implemented and updated as required
- Implementing novelties within the department
- Weekly meeting with managers/supervisors of the spa, giving and receiving

information, providing strategy meetings for all departments on a regular basis.

- Being active on the floor, conducting tours for guests/members, be available for guests feedback
- Resolve customer's disputes or complaints immediately.
- Ensure safety and security for Spa guests and staff.
- Efficient maintenance program for the Spa and equipment.
- Creating and participating in trainings, get together, staff meetings, club activities.
- Mentor staff for professional growth.
- Conducts employment evaluations.

Planning and Development

- Strategy and training development planning.
- Yearly, monthly, weekly planning and coordinating of departments.
- Monthly goal setting that actively making all departments' part of the goal, creating a plan and follow up with weekly reports to staff of monthly goal results.
- Research and development of Spa
- Assist in the development and updating of the spa menu

Reports

- Weekly and monthly Statistical reports to Resense Spa, follow up and present to staff.
- Prepare, implement and update business and marketing plans
- Monthly reports to Resense Spa and Kempinski Hotel.

Finance

- Manage the financial budget, control costs and prepare revenue and expense reports for General Manager and Resense Spa.
- Salaries.
- Recruitment and Training
- Employment / recruitment needed.
- Leading and motivating the different departments.
- Training and quality control of services.

Inventory

- Inventory of supplies, products and equipment.
- Ordering new supplies and products.
- Ensuring correct product consumption in all areas including treatments and consumables.

Products worked with:

[comfort zone]

Duties included:

Pre-opening from construction level. The world-class SPA 3000 m2 with aqua-thermal complex, Beauty salon, fitness centre (Technogym) and 11 treatment rooms. Exclusive ESPA brand partner. SPA staff - 26.

- Define and set up Spa concept, philosophy and mission.
- Implement and develop Spa goals, policies and procedures.
- Create attractive and competitive Spa menu.
- Responsibility for leading the efficient and effective Spa operations including short and long term strategic planning.
- Develop and maintain adequate professional product program.
- Develop and maintain retail product program.
- Maintain establishment and employee professional licences.
- Maintain pricing integrity and Spa standards.
- Produce annual marketing plan in conjunction with the Hotel.
- Assist with the annual public relations program; i.e. calendar of events, media, etc.
- Identify new business and marketing opportunities.
- Promote and sell customized spa programs to conference groups.
- Ensure compliance with Hotel policy and procedures.
- HR activity and recruiting/hiring.

Products worked with:

ESPA

March 2010 - May 2012 - Spa Manager at Al Maha, A Luxury Collection Desert Resort & SPA , Dubai Conservation Reserve, UAE - United Arab Emirates, (5 Star Hotel Spa)

Duties included:

Joined at period of re-branding. The world-class Spa includes 5 treatment rooms (2 single and 3 suits), hydrotherapy treatment room, rassul/ hammam treatment room with aromatic steam chamber, manicure/pedicure/hair-dress treatment room, Jacuzzi, relaxation lounge, spa self-service fruit bar, sauna, steam, plunge pool, gym, 2 changing rooms, main pool completed with bar and food service, private gardens.

- Administering and Managing the marketing and innovation plan, as well as the general improvement of the SPA,
- Setting up and presentation of commercial strategies contents of captivation, loyalty, service and assistance to the clients,
- Control of budget and targets achievement;
- Treatments Menu composing, choosing the best SPA therapies brands, SOP setting,
- Team Management: developing staff through coaching and collaboration, interviewing and hiring the best therapists/experts,
- Inventory management and retail merchandising (ordering, forecasting, stock management, cost controls)
- Resolving guests and staff issues timely and effectively.

ACHIEVEMENTS

WINNER OF INTERNATIONAL HOSPITALITY AND PROPERTY AWARDS 2011 - 'BEST RESORT HOTEL DUBAI'

WINNER OF INTERNATIONAL HOSPITALITY AND PROPERTY AWARDS 2011 - 'BEST RESORT HOTEL ARABIA'

RANKED IN TOP 20 LIST OF THE CONDE NAST TRAVELLER (UK) 2011, FOR AFRICA, MIDDLE EAST AND INDIAN OCEAN ISLANDS

WINNER OF TRIPADVISOR® 2012 TRAVELERS' CHOICE® AWARD THE BEST RELAXATION & SPA

Products worked with:

Sodashi

Babor

Career Break - Job hunting

July 2008 - March 2010 - Treatment Manager / Spa Trainer at Sakae, Moscow, Russia, (Product Company)

Duties included:

- Programming, scheduling and carrying out of trainings for SPA experts, retail trainings for shop assistants (individual and groups),
- Participation in beauty/aesthetic public events and exhibitions performance,
- Completing of Body and Facial SPA treatment Manuals , Products section Manuals,
- Aptitude testing of SPA experts and retail assistants on purpose specify additional trainings requirement,
- Project development, creation and producing of promotional, advertising materials, prospectuses, leaflets,
- Reporting work.

Objects where trainings were carried out:

Else Club (www.elseclub.ru),

Else Style (www.elsestyle.ru),

Wellness Centre Cascade (www.wellness-center.ru),

Oazia SPA (www.oazia.ru),

TSUM (www.tsum.ru/beauty/beauty_rooms/)

Raisky SPA (www.rai.in.ua - Kiev - Cherkassy, Ukraine) .

Products worked with:

Sodashi

Education and Qualifications:

2018 Wellness Travel Academy

Certificate

Wellness Tourism

1998 Ecole privee de maquillage J.-P.Fleurimon, Paris

Certificate Hairstylist Beauty

During stylist Beauty

1994 State professional school 'CubanService', Krasnodar, Russia

Diploma

Cosmetologist/Make up stylist Course

2011 Charak Maharshi Ayurveda Research Institute & Clinic, Jaipur, India

Vedic Culture and Philosophy/Preventive Ayurveda correspondence course

2008 International Academy of SPA Aesthetic, Moscow, Russia,

Diploma and Certificate of SPA technology & therapy course

Product Training:

November 2008 Sodashi

Moscow

Sodashi Body and Facial Spa treatments.

Sodashi products: professional & retail

Vocational Qualifications

First Aid, SpaSoft, Spa Booker, Internet, computer - advanced user. Windows, Mac, Linux, MS Office, Photo Shop, e-mail, work with printer, scanner, webcam and other office equipment.

Hobbies and Interests

Hobby - learning different culture and languages, garden architecture and interior design, antiques.

CV created at www.spastaff.com

