

# Curriculum Vitae

**Female**

**D.O.B. 28 September 1991**

**Number of years working in industry:**

**18 years 0 months**



**Candidate ID Number:** 24106

**Nationality:** British

**Language Skills:**

Fluent: English

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

**Position Sought:** Regional Senior Manager, Spa Director, Spa Manager, Assistant Manager, Head Therapist, Treatment Manager / Spa Trainer, Senior Therapist, Beauty Therapist, Massage Therapist, Holistic Therapist, College Tutor, Receptionist, Area Sales Representative, Retail Professional

## Personal Statement

I am an experienced retail and spa manager who possesses the required level of motivation, inspiration and ambition to succeed in the spa industry. I am adaptable and versatile having gained experience with Elemis, MacDonald Hotels and Imagine Spa Management.

I enjoy meeting new people and have a friendly and polite manner towards colleagues and customers. Consequently I strive to achieve results through passion, and I have a strong desire to exceed customers' expectations.

Seeking to work in International Locations as an within the spa industry, a high achiever who is eager to learn.

## Employment History:

**July 2018 - Present - Business Development Manager** at (most recent employer hidden for confidentiality) Paphos , Cyprus, (High Street Salon)

### Duties included:

Responsible for daily operations, training and retail sales, marketing, customer retention, revenue and stock levels to ensure that the salon is clean, organised, stocked and staffed, as well as running a therapists column. Monitoring stock and supplies closely, to ensure cost control within the budget. Ensuring therapists are performing treatments at a 5 star level to ensure customer satisfaction and retention. Training and implementing new treatments and products with brands such as Mesoestetic, Murad and Emi, as well as attending training and conferences. Gel Nails & Beauty by Antoaneta - Peyia is a four treatment room beauty salon and medi spa with a range of treatments from manicure/pedicure to micro-needling and permanent makeup. I have performed with a particular concentration on Social Media Marketing and customer retention, to proactively develop and expand the business, and retain a 5 star rating on Social Media platform Facebook.

### Products worked with:

- Murad
- Mesoestetic
- Emi
- Lycon
- Kodi

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

**November 2017 - January 2018 - Spa Manager** at Elysium Beach Resort, Paphos, Cyprus, (5 Star Hotel Spa)

**Duties included:**

Accountable for all areas including spa, fitness and recreational facilities, designing fitness timetables to marketing and implementing a new treatment menu. Working with Fidelio and Aphrodite database systems to ensure a controlled operation. Managing the rota as well as holidays during low season and the festive period, as well as cost controlling to ensure the budget is not just met, but exceeded. I improved productivity and profitability by ensuring reach to hotel and outside guests and by driving the team to be motivated. During my time at Opium Health Spa, membership increased to full occupancy with a waiting list. Responsible for a team of 11 employees, Opium Health Spa is an 11 treatment room spa with facilities including relaxation room, Vichy shower room, two Thai massage treatment rooms, hairdresser, manicure/pedicure salons, steam room, sauna, indoor and outdoor pools, studio, gym and hydrotherapy pool.

**Products worked with:**

- L'Oreal
- Kerastase
- Espa
- OPI
- Impophar

**July 2017 - November 2017 - Spa Manager** at Ayada Maldives Luxury Resort, Maldives, Maldives, (5 Star Hotel Spa)

**Duties included:**

Accountable for all areas of the operation, from spa bookings and recruitment to designing recreational activity and wellness timetables, showcasing the best the Maldives has to offer. Implementing a new flexible marketing plan and providing other teams within the business support, I oversee activities with a concern for quality and ensure guests have an exceptional experience that they will remember. Updating SOP's and developing a healthier relationship with the product brand, stock control and supplies have been closely monitored to ensure cost control within the budget. Recruitment, roster and training development have guaranteed high guest satisfaction as well as an incredibly high standard of operation within the business. Operational, tourism and business knowledge which I have developed during my time in the Maldives assisted in gaining a nomination for Best Resort Spa in the Maldives in 2017 for the third consecutive year. Ayspa includes 8 treatment villas with their own hydrotherapy baths, a segregated steam and sauna area, a cold plunge pool, a warm vitality pool, hairdresser, manicure/pedicure salons, Maldives' first Vichy room and private Turkish Hammam.

**Products worked with:**

- Espa
- OPI
- Tarte

**June 2015 - June 2017 - Spa Manager** at Imagine Spa at The Shrewsbury Club, Shrewsbury, UK - United Kingdom, (Day Spa)

**Duties included:**

A very fast paced and demanding role, thriving under intense pressure whilst using my own initiative, I was accountable for all areas of the spa operation, working closely with and providing support to other teams within the business. Proactively focusing on driving the business forward by implementing a strategic marketing plan, managing the rota to ensure efficiency of therapist utilisation and maximising the financial contribution by consistently achieving financial targets. Controlling all costs relating to the operation focusing particularly on payroll, finance, stock, marketing and consumables. Working with innovative marketing, CRM and Gumnuts database systems, in addition to generating KPI reports to analyse the spas overall performance. I train all members of the team personally, as well as deliver continuous coaching and education on all aspects of the business, to ensure service excellence to exceed expectations. I have performed particularly to improve team and financial performance, increasing profitability, to proactively develop and expand the business. Imagine Spa at The Shrewsbury Club is currently a 5-treatment room site with a team of 11, including a Rasul mud chamber, thermal suite, health club, manicure/pedicure area and relaxation rooms.

**Products worked with:**

- Babor
- Jessica
- Jessica Geleration
- Mii
- MoroccanOil
- Natural Spa Factory
- Chemcare

**September 2012 - June 2015 - Spa Supervisor/Shift Manager** at The Devonshire Spa, Buxton, UK - United Kingdom, (Day Spa)

**Duties included:**

Assisting the spa manager with the day to day running of the spa and the co-ordination of resources to deliver a highly professional commercial operation, including being responsible for a team of employees, the accurate recording of all sales, developing and implementing spa facilities, pool testing, as well as managing the operations of the spa whilst ensuring the high level of customer service, to drive continuous improvement. An 8-treatment room luxury day spa with thermal suite, relaxation areas and a team of over 50 therapists. The time and feedback I received whilst at The Devonshire Spa encouraged me to further develop my passion.

**Products worked with:**

- Elemis
- Orly

**April 2014 - June 2015 - Specialist** at Elemis, National UK, UK - United Kingdom, (Product Company)

**Duties included:**

Duties include providing a range of Elemis treatments ranging from 15 minutes to 1 hour 30 minutes to an extremely high professional standard on both pre-existing and new customers to the brand. Other duties include data collection, retail, mentoring therapists who are new to the brand in addition to product knowledge. Throughout my time working with Elemis, I have also achieved a proven sales record.

**Products worked with:**

- Elemis

**January 2014 - April 2014 - Holistic Therapist** at Macdonald Hotels, Manchester, UK - United Kingdom, ( Hotel Spa)

**Duties included:**

Providing a range of Elemis, Jessica, Decléor and Sienna X treatments to an exceptionally high professional standard. Other duties on reception include dealing with any customer queries either over the phone, in person or through email, money handling and working with Premier Spa software.

**Products worked with:**

- Elemis
- Decleor
- Sienna X
- Jessica
- Jessica Geleration
- Natural Spa Factory

**July 2007 - September 2012 - Hair Stylist** at Magic Snips, Shrewsbury, Shropshire, UK - United Kingdom, (Hair Salon)

**Duties included:**

A ladies and gents hairdresser, offering services from blow dry's and sets to colour correction. I worked from part time on a Saturday to fully qualified NVQ Level 3 Hairdressing, which I then worked as a stylist. My duties included shampooing and dealing with customer queries and requests, for example booking and changing appointments and dealing with any complaints. Some of my duties also included answering phones, money handling, stylist, customer service, first aid, cleaning, advertising and some administration work resembling stock take sheets and wage sheets.

**Products worked with:**

- Clynol
- Goldwell

## **Education and Qualifications:**

**2018**

**2015 University of Derby, Buxton**

BSc

International Spa Management

**2014 University of Derby, Buxton**

FdSc - DISTINCTION

International Spa Management

**2012 Shrewsbury College of Arts and Technology**

- NVQ Level 3 in Ladies Hairdressing
- NVQ Level 2 in Artificial Nails
- NVQ Level 2 in Ladies Hairdressing
- NVQ Level 3 Spa Therapy
- NVQ Level 2 Beauty Therapy
- NVQ Level 2 in Customer Service
- Level 2 Basic First Aid
- Level 2 Functional Skills English
- Level 2 Functional Skills Maths
- Level 2 Functional Skills ICT

## **Product Training:**

**April 2019 Mesoestetic**

Impophar, various locations in Paphos, Cyprus

- Mesotherapy and microneedling
- Jessner peel
- Retail products
- Professional product ranges and treatments

**March 2019**

**Sothys**

Impophar, Paphos, Cyprus

- Sensations orientales signature treatment
- Sothys seasonal oxygenating treatment
- Sothys high protection eye professional treatment
- Hanakasumi signature treatment

**December 2018**

**Murad**

Impophar Cyprus

Murad facial treatments and products

**July 2015**

**Babor**

Babor Head Office - Altrincham, England

Face and Body Treatments

Train the Trainer

**January 2014**

**Elemis**

University of Derby, Buxton MacDonald Manchester Hotel and Spa, Manchester

- Elemis Face
- Elemis Body
- Elemis Exotics
- Specialised treatments - Aroma Stone Therapy, Body Sculpting Cellulite and Colon Therapy, Mother to Be Massage

- 15 and 30 Minute Treatment Menu

## **June 2013 Decleor**

Decleor, Wild Pheasant Hotel and Spa, Llangollen

- Face
- Body

## **Vocational Qualifications**

- I have IT Skills including working with Microsoft Word, Excel, PowerPoint, Publisher and Outlook. I have previously undergone qualifications in Key Skills at College including English, Maths and ICT, in addition to working with spa software such as Premier Spa and Salon Iris.
- First Aid At Work
- AED and CPR Training
- Small Pool Operators Certificate

## **Hobbies and Interests**

- Keeping up to date with trends
- Reading industry magazines
- Cooking and culinary skills
- Yoga
- Swimming
- Cleaning

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