

# Curriculum Vitae

**Female**

**D.O.B. 28 April 1982**

**Number of years working in industry: 18 years 8 months**

**Candidate ID Number:** 32289

**Nationality:** British

**Language Skills:**

Fluent: English

Basic: French

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

**Position Sought:** Area Sales Representative

## Personal Statement

I am currently working as a Multi Media Sales Executive gaining experience within the marketing, digital and sales industry.

My background and passion is within the spa industry and would like to continue my career development here. I have exceptional experience in all elements of the spa industry covering concept, spa layout, recruitment, training, spa marketing, launch through to ongoing business management resulting in profitable spa's.

My strengths I would bring to your business are a sales focus, a passion for spa development, a high standard of training and achieving the KPI's set out by the business.

I work to a very high standard to provide an excellent level of service within business.

Seeking work in SW of England, UK

## Employment History:

**September 2015 - Present - Multi Media Field Sales Executive** at (most recent employer hidden for confidentiality) Taunton, UK - United Kingdom, ( Hotel Spa)

### Duties included:

The role I have currently is away from the spa industry.

I am gaining experience within the sales & marketing industry.

Key responsibilities:

- Manage the business support & advertising to a wide portfolio of accounts within Somerset
- Responsible for the growth of new and existing businesses through print and digital advertising set by company targets
- Meeting with customers to discuss business needs and provide solutions to increase their business exposure and website traffic
- Identify and convert new business opportunities within my area through cold calls, networking & referrals
- Implement and design campaigns providing response/feedback reports to meet each business needs
- To be reactive and implement sales campaigns to ensure team and personal targets are met to strict deadlines
- Serving as a marketing consultant to provide industry insights & trends to business owners
- Developing strong relationships & customer service to new and existing accounts

**April 2014 - April 2015 - Spa Manager** at The Cleve Spa & Hotel, Wellington, UK - United Kingdom, ( Hotel Spa)

**Duties included:**

- Supporting the growth & management of the spa team through training & KPI's
- Delivering training to all areas of the business to develop customer care, personal standards & knowledge of the business
- Development & communication of marketing campaigns to meet key objectives of the spa
- Organise in house monthly spa events to raise awareness of spa & drive revenue
- Identifying key areas of the business to improve and implement activity to support this
- Working operationally to ensure all spa guests arrive, check in and have a smooth running of their spa day
- Upgrading & upselling of all treatments upon guest arrival to fill remaining white space
- Tracking & reporting on spa KPI's set by the Management
- Providing training to the spa team covering retail, standards, treatments & expectations of their roles.
- Implementing incentives where needed
- Performing treatments where needed

**Products worked with:**

ESPA

Natural Spa Factory

**January 2007 - April 2013 - Area Sales Representative** at ESPA International, South West England, UK - United Kingdom, (Product Company)

**Duties included:**

- A Business Manager covering the S-West region of England/Wales
- Research & progress new business opportunities within the regions and ensure they are in line with SPA standards
- Monitor, track & report on the commercial KPI's within my area; making recommendations and developing initiatives to help all businesses achieve their sale targets
- Merchandise each spa in line with the SPA Brand and encourage sales through effective merchandising
- Ensure strong working relationships with all departments within the hotel/spa and within SPA the company
- Communication & development of marketing calendars to drive their business inc promotional events
- Driving sales through team training such as; retail, 5 star, customer care, customer journey, treatment refresher, front of house, spa reception training.
- Developing strong relationships with therapy & reception teams to mentor and develop their roles within their workplaces

**Products worked with:**

ESPA

**April 2005 - April 2007 - Senior Therapist** at Cleo Hair & Beauty Salon, Taunton, UK - United Kingdom, (High Street Salon)

**Duties included:**

- Building a new clientele base
- Delivering treatments & homecare to a salon based clientele
- Organising promotional events to drive sales
- Stock control & management
- Re-launch of spa with new brand

**Products worked with:**

ESPA

Jessica

Clarins

**April 2005 - April 2007 - Senior Therapist** at Cedar Falls Health Farm, Taunton, UK - United Kingdom, (5 Star Hotel Spa)

**Duties included:**

- Delivering 5 star treatments & care to guests
- Exceeding retail & treatment targets set
- Delivering on-going training throughout team Inc. sales, 5 star standards, customer care.
- Implementing retail initiatives to drive sales
- Organising & running client workshops
- Managing the day to day schedule of treatments

### **Products worked with:**

ESPA

Clarins

Thalgo

Phytomer

Jessica

Ionithermie

Guinot

### **Education and Qualifications:**

#### **2011 Trained in house**

Not certified

Spa Management

Sales Training

Communication Training

#### **2010 ESPA International**

These courses were through my time working with ESPA International

Spa Management Modules

Industry sales training

Communication training

#### **1998 Gramercy Hall School**

7 x GCSE inc Maths, English & Science

#### **1998 SCAT**

GCSE - 7 C & above inc English

BTEC National Diploma Beauty Therapy

VTCT Aromatherapy

IHHT Sporta Massage

### **Product Training:**

#### **April 2000 Phytomer**

Cedar Falls Health Farm - onsite training delivered by Phytomer

All Phytomer facial & body treatments inc Ionithermie

#### **April 2000 Guinot**

Cedar Falls Health Farm - onsite training delivered by Guinot

All Guinot Facials

#### **April 2000 Clarins**

Cedar Falls Health Farm - onsite training delivered by Clarins

Clarins Face & Body Treatments

Mothers to Be

Clarins Equilbre

Clarins Pro-Active Facials

Clarins Men's Treatment

**January  
2000**

**ESPA**

ESPA International, Farnham, Surrey

Full spa product & treatment training inc wraps, massage, hot stones, facials, eye treatments, cellulite treatments, pre-natal treatments, Ayurvedic, Advanced Facial & Body Treatments, Peels

Spa management training

Sales Industry training

## **Vocational Qualifications**

Digital Acceleration Course - Newquest

## **Hobbies and Interests**

Swimming Challenges

Outdoor team sporting challenges

Spa Experiences

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

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