

Curriculum Vitae

Female

D.O.B. 17 August 1989

Number of years working in industry: 16 years 4 months

Candidate ID Number: 35162

Nationality: American

Language Skills:

Fluent: English

Basic: French

Permitted to work in: USA - United States

Position Sought: Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager, Salon Manager, Assistant Manager, Head Therapist, Treatment Manager / Spa Trainer, Beauty Therapist, Skin Clinic Therapist, Area Sales Representative, Retail Professional, Cosmetics

Personal Statement

Experienced Spa & Beauty Industry Leader | Training, Operations & Growth Specialist

With 16 years as a licensed aesthetician and a strong corporate operations background, I specialize in scaling de novo locations, developing high-impact training programs, and optimizing spa operations. My expertise spans multi-unit management, team development, and implementing educational strategies that drive service excellence and revenue growth. Passionate about bridging the gap between beauty, wellness, and business success, I thrive in creating systems that empower professionals and elevate client experiences.

Employment History:

February 2025 - February 2025 - Regional Senior Manager at (most recent employer hidden for confidentiality)
Dallas, TX, USA - United States, (Skin Clinic)

Duties included:

- ❖ Overseeing the development and implementation of training programs and learning management systems to ensure brand and service consistency across franchise network.
- ❖ Instrumental in creating education strategies that directly influence operational success by enhancing staff capabilities, improving guest retention, and optimizing key performance indicators such as rebooking rate and services per transaction.
- ❖ Impacting system-wide revenue by integrating education with operations to ensure well-trained teams deliver exceptional guest experiences, driving both business growth and operational efficiency
- ❖ Collaborating with franchisees to implement initiatives to support organizational goals.

Products worked with:

Elleebana

March 2023 - April 2024 - Skin Clinic Therapist at OVME Medical Aesthetics, Atlanta, GA, USA - United States, (Hospital / Medical Clinic)

Duties included:

- ❖ Responsible for assessing network-wide learning needs and designing curriculum that leveraged advanced technology to enhance the learning experience.

◆" Developed education materials, courses, and training programs focused on user engagement and interactivity. Impacting system-wide revenue by integrating education with operations to ensure well-trained teams deliver exceptional guest experiences, driving both business growth, and operational efficiency.

◆" Created and implemented training evaluation tools to assess learning proficiency and overall effectiveness.

◆" Consistently upheld and promoted company culture and values, driving alignment across teams, and enhancing overall performance.

Products worked with:

Skinmedica

Skin Better Science

Revision

Skinceuticals

Sciton BBL

Vivace RF Microneedling

Hydrafacial

December 2019 - March 2023 - Treatment Manager / Spa Trainer at European Wax Center , Dallas, TX, USA - United States, (Skin Clinic)

Duties included:

Focused on enhancing associate's skills, knowledge, and performance by developing and implementing comprehensive training programs.

◆" Played a key role in driving consistent and streamlined operations across the network by conducting targeted training for both employees and franchisees, equipping them with tools to meet KPIs.

◆" Contributed to company unit expansion by accelerating operational growth, directly impacting profitability, and EBITDA, while ensuring adherence to brand standards.

◆" Led the development of training modules that addressed operational challenges, enhanced service delivery, and optimized day-to-day performance at franchise and corporate locations.

Products worked with:

European Wax Center private label products.

June 2018 - June 2019 - Treatment Manager / Spa Trainer at Tata Harper, United States, USA - United States, (5 Star Hotel Spa)

Duties included:

◆" Led all retail and spa channel education efforts across the U.S., delivering in-person and virtual training.

◆" Collaborated with Global Director of Education to create and produce education content, including: training manuals, product guides, and digital learning materials.

◆" Played a pivotal role in operational planning and execution of multi-level branded events, coordinating logistics, inventory, and personnel to ensure seamless event operations.

◆" Managed relationships across both spa and retail channels, working closely with key accounts to optimize product placement and ensure compliance with brand standards.

Products worked with:

Tata Harper

June 2015 - June 2018 - Treatment Manager / Spa Trainer at Tarte Cosmetics , New York, NY, USA - United

Duties included:

- ◆ Drove national brand awareness and increased market share by executing corporate-driven events and sales initiatives across key accounts in the U.S. and Canada.
- ◆ Delivered instructor-led education seminars and workshops to exemplify artistry mastery.
- ◆ Managed travel logistics for multiple events, coordinating with regional managers to ensure efficient operations and resource allocation for optimal sales performance.
- ◆ Facilitated in-depth sales and product training for retail staff, ensuring alignment with Tarte Cosmetics' brand messaging, while increasing product knowledge across retail partners.

Products worked with:

Tarte.

Education and Qualifications:

2024 Texas Laser Institute

- LHR Technician
- Laser Hair Removal

2009

Licensed Esthetician, Texas

Licensed Esthetician

2009 Paul Mitchell Cosmetology Career center, Dallas, TX.

Licensed aesthetician

Certified and licensed aesthetician, practicing in several modalities as designated by the state of Texas.

2009 Paul Mitchell Cosmetology Career Center

I passed with a 95% completion score.

2009 Paul Mitchell Cosmetology Career Center

Product Training:

February 2024 Hydrafacial

Blended virtual training/elearning.

Hydrafacial service training.

June 2009 Dermalogica

Paul Mitchell Cosmetology Career Center, International Dermal Institute, Carrollton, TX

Touch Therapies, LED light therapy, Advanced Peels, Microdermabrasion (diamond)

Vocational Qualifications

Certified Project Manager, Instructional Designer.

Hobbies and Interests

Pilates, Teaching, Baking.

SPA STAFF. COM

