

# Curriculum Vitae

**Female**

**D.O.B. 10 October 1978**

**Number of years working in industry:**

**24 years 0 months**



**Candidate ID Number:** 35185

**Nationality:** South African

**Language Skills:**

Fluent: English

Basic: Arabic

**Permitted to work in:** South Africa

**Position Sought:** Regional Senior Manager, Spa Director, Spa Manager, Treatment Manager / Spa Trainer, College Tutor, Area Sales Representative

## Personal Statement

Career summary:

A growth-orientated Regional Operations Spa Manager with a background in Therapy, Revenue Management, P&L responsibility, Marketing, Representative, Administration and successfully leading multi-sites and multi-cultural teams. Advanced opening experience with exposure to concept and treatment development. These experiences gained over 19 years as well as communication, leadership skills and LQA.

## Employment History:

**March 2020 - Present - Spa Director** at (most recent employer hidden for confidentiality) Stellenbosch cape Town, South Africa, (5 Star Hotel Spa)

### Duties included:

#### MAIN DUTIES

- Control: Standards as required to maintain the professional reputation and running of the spa.
- Develop: Growth and revenue for all sections of the business working within budgetary constraints.
- Lead: Provide direction, guidance, leadership and support.
- Liaise: Communicate at all levels to implement strategies on every aspect of day to day running of the spa
- Manage: The day to day running of the property, all spa treatments, fitness centre, spa restaurant and retail sales.

Covid Experience:

- Started a Lanzerac March 2020 - Gained the experience of "closing" a hotel in my 1st month and then reopening on the 23rd June 2020 due to lockdown.
- The Lanzerac Spa has been fully operational since June 2020 with no retrenchments nor Covid cases.
- The 1st 5\* Spa to open during Covid and successfully stayed open.
- Made budget most months during Covid with the Spa's highest covers of 93pd.

**November 2018 - April 2019 - Regional Senior Manager** at AMani Spa GROUP, Cape Town, South Africa, (Day Spa)

### Duties included:

- Corporate Sales i.e Spa events, creating bespoke services and experiences for business or leisure, incorporating

accommodation, travel, wellness and adventure experiences and other requirement in our partner hotels and lodges.

- Managing of multi-sites and assembled cross-functional teams;
- Build and maintain solid long term relationships with key accounts,
- Overseeing coordination between operations and project teams.
- Set staffing schedule, hire and manage all department heads
- Coordination and supervision of all departments, increasing the effectiveness of departments where available
- Assist with operational and financial business objectives set.
- Manage financial targets, including development of annual budget, setting report schedules, and overseeing adherence to revenue targets,
- Implement and oversee functions to evaluate operations costs in line with revenue targets and operational budgets
- Implement and oversee procedures and processes to promote efficient management of departments/properties, and development of employees
- Ensure each individual employed by the Group operates in compliance with current legal requirements
- Promote and ensure all departments adhere to the company SOP
- Development of appraisal strategy for employees
- Develop and implement policies in relation to Health and Safety and Fire Safety.
- Ensure that service and hospitality provided by its employees are of the highest standard and in line with company ethos
- Ensure all equipment is maintained to the highest standard
- Manage recruitment policy to screen, hire, and train new personnel
- Working with the Marketing/PR team, develop the Region marketing & membership strategy.

**July 2017 - October 2018 - Regional Senior Manager** at Managwanani Spa Group, Western Cape, South Africa, (Day Spa)

**Duties included:**

- Managing of multi-sites and assembled cross-functional teams;
- Corporate Event Sales
- Build and maintain solid long term relationships with key accounts,
- Overseeing coordination between operations and project teams.
- Input on operational needs throughout project construction & procurement.
- Set staffing schedule, hire and manage all department heads, Branch managers, HR, Warehouse,
- Coordination and supervision of all departments, increasing the effectiveness of departments where available
- Agree & Deliver operational and financial business objectives set for the all properties,
- Manage financial targets, including development of annual budget, setting report schedules, and overseeing adherence to revenue targets, cost functions and debtors
- Implement and oversee functions to evaluate operations costs in line with revenue targets and operational budgets
- Implement and oversee procedures and processes to promote efficient management of departments/properties, and development of employees
- Negotiate all contracts on behalf of the Group
- Ensure each individual employed by the Group operates in compliance with current legal requirements
- Promote and ensure all departments adhere to the company HR policy to ensure staff welfare and adherence to relevant legislation
- Development of appraisal strategy for employees
- Develop and implement policies in relation to Health and Safety, Fire Safety, Licensing and Food Handling
- Ensure that service and hospitality provided by the Group and its employees are of the highest standard and in line with company ethos
- Ensure all equipment is maintained to the highest standard
- Planning, developing, and executing the various programs for the members
- Manage recruitment policy to screen, hire, and train new personnel
- Working with the Marketing/PR team, develop the group marketing & membership strategy to promote member acquisition and retention
- Management of legal matters and insurance policies

**October 2012 - February 2017 - Spa Manager** at Belmond Mount Nelson Hotel - formerly known as Orient express and Pullman, Cape Town South Africa, South Africa, (Day Spa)

**Duties included:**

- Review P&L with GM and FC.
- Process Monthly Revenue reports.

Process Payroll

Implement full Spa product and service purchasing standards and ensure compliance.

- Administer staff and client scheduling for maximum revenue generation and profitability.

Marketing

- Ensure a consistent positive image is being portrayed.
- Create ongoing in-house promotions and activities to stimulate sales, staff and customers.
- Guide business decisions by staying on top of Spa industry trends.
- Maintain a strong menu of services to compliment budget.
- Consistently develop and grow retail sales through training, tools and monitoring.
  - Attend all journalist interviews with PR Manager and attend all possible occasions i.e. Guest Cocktails to promote Spa and wellness services and products.

Customer Service

- Anticipate, identify and ensure customer needs are being met in the best possible way.
- Guide staff to become caring problem solvers, cooperative, accommodating and fair.
- Exhibit a professional attitude, diplomacy and an ability to handle difficult situations.
- Uphold gracious front desk procedures in the booking and handling of customers.
- Maintain guidelines for customer complaint handling.

Staffing & Human Resources

- Implement ongoing skills training to ensure service standards are being upheld.
- Perform Staff Evaluation Reports with proposed action plans.
- Effectively administer and monitor Staff Scheduling procedures.
- Demonstrate an exceptional level of professionalism for the staff to emulate.

Operations

- Maintain an up to date version of the Spa Procedure Manual and ensure compliance.
- Develop and maintain Spa literature, documentation and process handling requirements.
- Attend Management meetings and convey all relevant information throughout the Spa.
- Hold regular staff meetings to keep staff up to date on all aspects of the Spa's operation.
- Ensure Fitness/Spa equipment is maintained in good working order.
- Minimize or eliminate losses through negligence with monitoring programs.
- Implement a clearly established opening and closing procedure.
- Manage inventory effectively; follow purchasing standards; ensure compliance.

**October 2006 - April 2012 - Spa Director** at Bella Rosa Health and Skincare t/a Spa Bella, Cape Town, South Africa, (Day Spa)

**Duties included:**

Marketing Duties: - First Spa to implement and own Worldwide Salon Marketing procedures (AU) e.g. pre-planned future marketing and advertising well in advance and equipping spa and staff in order to have continuous profitable marketing and advertising campaigns.

Financial Duties: -

Maintain budget and employee records, prepare payroll, and monitor bookkeeping records. Minimise cost and increase profit for the spas by maintaining and enforcing quality standards.

Planning Duties: -

Responsible for the day-to-day and long-term planning of the establishment. Responsible for planning and implementing spa safety policies that are in accordance with national and local law regarding hygiene and sterilization.

Customer Service Duties:-

Responsible for ensuring that the overall spa experience at the establishment is as positive as possible for all paying customers. Listen to a customer's complaint and bring a quick resolution to the complaint. Inspecting the spa facilities for cleanliness and monitoring employee sanitary and safety practices on-going customer satisfaction. Compilation of treatment menus and planning promotions for special events including functions.

Training Duties: -Compilation of Spa Policies and Procedures.

Compilation of staff training material in accordance with Spa policies and procedures

Objectives: - Uplift the general level of spa education of all of employees, irrespective of race, gender or creed.

Equip all employees with the skills and knowledge required to perform better than the expected standard. Achieve excellence in customer service. Improve productivity and profitability.

Develop employees to the maximum of their potential within the company's requirements and capabilities. Prepare all its employees, where possible, for future promotion.

Values: - Develop employees who demonstrate their commitment to training and development.

Develop employees to produce above average levels of customer service and satisfaction.

Develop employees to be motivated and passionate when it comes to their work environment. Promote teamwork throughout the Spa.

**June 2004 - December 2006 - Senior Therapist** at RUSTENBURG Hydro, Stellenbosch, South Africa, ( Hotel Spa)

**Duties included:**

Deliver a variety of spa services (body treatments, massages, facials, waxing and manicure/pedicure) in a safe and comfortable manner

Maintain equipment and inventory of products

Keep documentation and maintain clients files

Acknowledge and respond to relevant customer queries, needs and expectations

Suggest and promote retail products or additional services

Uphold hygiene standards and follow health and safety regulations

Cooperate with and report on administration on any arising issues

Apply best practices and be up to date with market trends

**February 1997 - May 2001 - Assistant Accountant** at Oceana Group, Cape Town, South Africa, ( Hotel Spa)

**Duties included:**

Processing of bank statements and accounting journals and supplier invoices

Preparing monthly reconciliations of all accounts

Management of company debtors and creditors

Preparation of monthly management accounts

Check import/export documentation to determine cargo contents, and classify goods into different fee/ tariff groups

Contact vendors and/or claims adjustment departments in order to resolve problems with shipments, or contact service

depots to arrange for repairs.

Determine method of shipment, and prepare bills of lading, invoices, and other shipping documents.  
Estimate freight or postal rates, and record shipment costs and weights.

Diary management and associated logistics (catering, room, equipment, etc.)

Travel arrangements - both local and international

Generation of correspondence - responding to emails

Screening of calls and handling of queries

Client liaison, setup of extensive client meetings

Preparation of presentations and single frame slides

Liaison with Regional Offices

Timesheet Completion

## **Education and Qualifications:**

**2006**

**2006 Cape Peninsula Training institute**

ITEC , SAAHSP, CIDESCO

## **Vocational Qualifications**

- CPTI : ITEC SAAHSP CIDESCO
- Centre for Management Development : Booking to Trial Balance
- Compu Clearing : Advanced Invoicing

## **Hobbies and Interests**

Hiking, running

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

