

Curriculum Vitae

Female

D.O.B. 19 May 1986

Number of years working in industry:

18 years 7 months



Candidate ID Number: 40958

Nationality: British

Language Skills:

Fluent: English

Permitted to work in: UK - United Kingdom

Position Sought: Regional Senior Manager, Spa Director

Personal Statement

A confident and self-motivated industry professional with a proven track record of commercial success and career progression, seeking an opportunity to continue at a group management level, focussing specifically on the wellness and spa concept. Possessing excellent communication skills with an ability to strengthen and develop management teams through an influential and inspiring leadership style.

Seeking work in national locations and The UAE

Employment History:

April 2016 - Present - Spa Director at (most recent employer hidden for confidentiality) National role, UK - United Kingdom, (Health Club)

Duties included:

Virgin Active operates 65 health and fitness clubs including 21 tennis clubs across the UK. The in-house spa operation employs over 150 therapists across 100 treatment rooms in 23 locations. The range of products used include ESPA, Guinot, Murad, CACI, Jessica Nails, Australian Body Care, Lycon Wax and St Tropez Tanning. My role is overseeing the 23 Health and Beauty Spa's, setting and implementing strategy, ensuring business growth and exceptional member experience.

Reporting to the UK Operations Director, responsibilities include but not limited to:

- Producing annual budgets and quarterly forecasts outlining 3 main revenue streams: spa treatments, direct debit spa membership and retail
- Delivering all aspects of the P&L, including treatment and retail margin, revenue per FTE and average spend
- Meeting with both General Managers and Health and Beauty Managers, developing working relationships within the Health Club structure. Up-skilling the General Manager knowledge by inducting them into the spa business and maximising the opportunity of member penetration
- Working with external suppliers, successfully improving supplier service levels, negotiating lucrative commercial deals and creating marketing plans
- Managing the staffing structure, implementing all training and development plans
- Ensuring ongoing motivation and support for Health and Beauty Managers to achieve sales and deliver exceptional results

Key Achievements

- Developed spa business to an annual net revenue of £4.1 million, an increase in £150k year on year
- Delivered margin with a net increase of £160k year on year
- Personal achievement, won UK Head Office Colleague of the Year Award in 2016

Products worked with:

ESPA, GUINOT, MURAD, CACI, LYCON, ST TROPEZ, JESSICA, BAREMINERALS, AUSTRALIAN BODY CARE, MOROCCAN OIL, OLAPLEX, WELLA, GHD

July 2007 - February 2017 - Beauty Therapist at Eclipse Health and Beauty, Essex, UK - United Kingdom, (Day Spa)

Duties included:

Delivering all treatments from the menu.

Products worked with:

OPI, Matis, BareMinerals, Fake Bake

November 2011 - April 2016 - Spa Manager at Virgin Active, Essex, UK - United Kingdom, (Health Club)

Duties included:

Responsible for the day-to-day management of the 3 treatment room Thundersley branch, effectively managing and motivating the Health and Beauty team. Duties included but not limited to:

- * Promotion of the Spa to Virgin Active members, driving in-club activity and events
- * Accountability for reaching budgeted revenue as well as stock margins, in excess of 90% gross profit on treatment sales and 45% on retail stock sales
- * Ensuring that the Spa exceeded brand standards throughout the treatment rooms, shop floor, back of house and reception area
- * Creating local marketing plans to enhance sales and footfall

Key Achievements

- * Developed the business from £220k net revenue p/a, to in excess of £300k net revenue p/a
- * Delivered margin in excess of +12% of budget
- * Recruited and grew the team from 6 Spa Therapists to 10 Spa Therapists and 2 Spa Consultants
- * Achieved the highest Spa Service NPS result in the UK, collated from member feedback
- * Personal achievements, won Health and Beauty Manager of the Year Awards in 2012 and 2015

Products worked with:

ESPA, GUINOT, MURAD, CACI, LYCON, ST TROPEZ, JESSICA, BAREMINERALS, AUSTRALIAN BODY CARE

April 2010 - November 2011 - Head Therapist at Virgin Active, Essex, UK - United Kingdom, (Health Club)

Duties included:

Delivering all treatments from the menu.

Assisting the manager in the day to day running of the Spa, stock takes and ordering, and promotional activity.

Products worked with:

ESPA, GUINOT, MURAD, LYCON, ST TROPEZ, JESSICA, BAREMINERALS, AUSTRALIAN BODY CARE

Education and Qualifications:

2007 Herts and Essex Academy

NVQ level 3

Beauty Therapy

2005 Hylands School and Sixth Form

A Levels x3 A-C

GCSE's x10 A-C

Hobbies and Interests

Cooking, reading, meditating, going to the cinema, spending time with family and friends

CV created at www.spastaff.com

