

# Curriculum Vitae

**Female**

**Number of years working in industry:**

**25 years 9 months**



**Candidate ID Number:** 44774

**Nationality:** British

**Language Skills:**

Fluent: English

Basic: French

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

**Position Sought:** Spa Director, Spa Manager, Spa Co-ordinator, Assistant Manager

## Personal Statement

A highly accomplished and qualified Spa Director/Manager & Account Manager. I have extensive experience in opening and managing high end Spas as well as my own boutique Beauty Salon over a 20 year period.

I have also worked in the Orthodontic and Dental industries as an Account Manager with experience in business to business and business to client sales, both office and field based over a span of 6 years.

I am an excellent planner, with a proactive approach to personal development and time management. I am able to organise work effectively to achieve and exceed targets. This is demonstrated by a proven track record in demanding sales environments.

Overall, I am a highly driven and consistent team player with the ability to work independently and motivate others.

Professionalism, passion and excellence are qualities I pride myself on, which has been displayed throughout my career.

## Employment History:

**April 2019 - Present - Salon Manager** at (most recent employer hidden for confidentiality) UK, (5 Star Hotel Spa)

### Duties included:

Responsible for all management of the spa facilities - on the brand new Mark Warner 5\* Paleros Beach Resort Greece - This is seasonal work and I am now looking to renew a contract or find a permanent position.

Duties and responsibilities

- Recruit and Oversee Staff.
- Manage Operations Budget
- Assist with Promotions and Sales
- Supervise Facility Maintenance
- Ensure Customer Satisfaction

I have also spent time in Corsica where I was seconded via Mark Warner for a month to increase sales and improve Spa efficiency this was achieved and surpassed. Leading 50% increase in sales and customer feedback 97% overall

**September 2018 - July 2019 - Business Development Manager** at Ascendis Health , UK, (5 Star Hotel Spa)

### Duties included:

Responsible for opening all new accounts for Nimue Skin Technology in my area.

My current duties include:

- Generate new leads by cold calling and following up on new Business prospects supplied by S2 Head office, to generate quality business and growth
- Arranging B2B meetings for new door openings -to facilitate product introduction information and awareness
- Presentations to Salon owners and decision makers
- Demonstrations of the product and education
- Taking payment and arranging education.
- Single point of contact until payment made in full and then passed over to S2 BDM
- Periodic reporting on S2/Netsuite and to South Africa and UK

As part of these duties, I demonstrate a high level of professionalism by managing my customer base and interacting with Sweet Squared (S2) staff and systems. I achieve this level of excellence by strong communication skills, underpinned by confident product knowledge. This helps me to establish a collaborative working environment with colleagues whilst espousing company values and practices with prospective customers.

**November 2017 - July 2018 - Ionithermist/ Beauty Therapist** at Steiner On Board Spa, Sun Princess Cruise Ship, (Cruise Ship)

**Duties included:**

I was the principal Ionithermist (A Detox and Body Contouring Medi Spa Treatment) on board The Sun Princess travelling through Australia, New Zealand, New Caledonia and Fiji.

I had a target of \$6500 per cruise - which was exceeded each cruise.

**November 2016 - June 2017 - Regional Senior Manager** at Andrea Ubhi, York, UK - United Kingdom, (Hospital / Medical Clinic)

**Duties included:**

- Staff rotas
- Accounts & budgeting
- Treatments Face, Body & Nails
- Stock taking and rotation
- Full Salon and Spa Management
- Disciplinary procedures

**Products worked with:**

- Decleor
- Espa
- Clarins
- Elemis

**November 2010 - October 2016 - Spa Director** at Boutique Salon, Harrogate , UK - United Kingdom, (High Street Salon)

**Duties included:**

Beauty Therapy has always been my passion and in late 2010, an opportunity arose in Harrogate to enable me to open my own Boutique Salon on a busy main street in the centre of Harrogate. I took the initiative and started from scratch in the opening of my own salon. Managing a team of 6 staff utilising 2 treatment rooms and using the finest Decleor products. I ensure that the clients are always given the most relaxing treatments and personal touches which has ensured that there are now a substantial amount of regular clients.

Although I am the Salon Director, I'm involved in all aspects of the day to day running of the business, including treatments.

**February 2010 - November 2010 - Ormco Europe** at Territory Manager , North of England & Scotland , UK - United Kingdom, (Home/Mobile)

**Duties included:**

Account Management for 300 Orthodontists across the North of England and Scotland.

#### Duties included

- Responsible for a £1.5m business per annum in my territory.
- 90% existing customer accounts 10% new business.
- Planning & management of all call plans. Average of 35 appointments & 94 cold calls per month YTD.
- Top sales performer out of a team of 5
- Decision makers include: Practice Managers, Clinical Directors, Cluster Managers and Principal Dentists
- Sales cycles ranging from 4 to 6 weeks.
- Generating my own leads through referrals and the internet.
- Client facing role.
- Creating marketing material for mail shots & following up.
- Assisting with new product launch.
- Attending local events to source new business opportunities.
- Negotiation and organizing sponsorship with local study groups.
- Organising 6 CPD events over the past 4 months. Liaising with suppliers to provide CPD hours for Doctors.

**December 2006 - January 2010 - Account Manager** at 1st Dental Laboratories PLC, UK, UK - United Kingdom, (Hospital / Medical Clinic)

#### Duties included:

My vast knowledge of anatomy and physiology allowed me to gain a role at 1st Dental Laboratories as a UK Account Manager. I covered the whole of the UK promoting a new web based Dental Laboratory and my duties included:

- UK wide role promoting a new web based Dental Laboratory
- Targets were based on growth of existing clients base on a monthly basis and were consistently achieved
- E-Teeth out performed many, if not all of the other 14 UK based labs
- Responsible for testing and assisting in the design of the website;

[www.e-teeth.co.uk](http://www.e-teeth.co.uk)

- Presenting/demonstrating the web site on lunch and learn appointments for dental practices.
- Administration and management of payment site NOCHEX
- Responsible for all UK non corporate accounts.
- From launch (Feb 2007) to Nov 2009 the online e-teeth outsourcing Dental Laboratory had an average monthly income of £65k.
- Training all Administration staff (7) based at out of the UK Laboratory
- Top performing sales person
- Clients won included: ADP £24K pcm, Saltaire Dental Practice £6K pcm, Penistone Dental Practice £2K pcm, ART additional business £4K pcm.

**May 2008 - January 2009 - Spa Director** at Hotel du Vin- Harrogate , Harrogate, UK - United Kingdom, (5 Star Hotel Spa)

#### Duties included:

I was approached to open a Spa within this luxury boutique Hotel in Harrogate town centre. I was responsible for all aspects of setting up, designing the layout and sourcing and ordering all the equipment that the spa required. I also had to recruit and interview staff, organise all systems, and implementing them. I was responsible for 5 therapists, their training and staff rotas. This was a rare opportunity and one I felt I could not pass by because of my passion for the Beauty Industry. I made it aware on accepting, that this would be a short term role on the basis that I would get the Spa up and running and fully sustainable.

**April 2005 - November 2006 - Beauty Therapist** at Harrogate Turkish Baths, UK, (Day Spa)

#### Duties included:

Beauty Therapist

**February 2002 - March 2005 - Owner** at Freelance, UK, (Home/Mobile)

#### Duties included:

Salon Director

**November 1999 - December 2001 - Spa Manager** at Crown Hotel Leisure Club, UK, (Health Club)

**Duties included:**

Salon Manager

**March 1999 - October 1999 - Senior Therapist** at Saks, UK, (High Street Salon)

**Duties included:**

Senior Beauty Therapist

**Education and Qualifications:**

**1996 Park school of Beauty Therapy**

CIBTAC and ITEC - NVQ 3 equivalent

- CIBTAC Body Therapist Credit
- ITEC Diploma in Physiatrics Credit
- CIBTAC Aesthetician Honours
- ITEC Aesthetician Diploma Credit
- Park School Beauty Therapy Diploma Honours
- Beauty Therapy
- Hot Stone Therapy
- Head Massage
- Reflexology
- Accupressure

**1989 Harrogate College**

- 9 GCSEs A-C including Maths English and Biology
- 2 A Levels

**Product Training:**

**September 2016    Decleor**

Leeds Centre

Face and Body

**May 2008    Espa**

Espa - Lake District

Espa all rituals face and body

**March 2001    Clarins**

Harrogate Hoopers

All Body and Face rituals

**May 1998    Elemis**

London Steiner school

Elemis all face and body treatments

**Vocational Qualifications**

- First Aid
- IT Skils
- Customer Service

- Financial Planning
- Basic Counselling

## Hobbies and Interests

I enjoy creative pursuits such as renovating properties, from structural alterations to interior design. I also believe as a beauty therapist that I must look my best in terms of fitness as well as beauty and to this end I actively participate in physical activities such as swimming and pilates classes.

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

