



Curriculum Vitae

Male

D.O.B. 01 September 1985

Number of years working in industry:

14 years 8 months

Candidate ID Number: 45274

Nationality: Romanian

Language Skills:

Fluent: English, Romanian, Italian

Good: French

Basic: German, Spanish, Arabic

Permitted to work in: European Union

Position Sought: Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager

Personal Statement

I'm a very competitive person that has a great work ethic and team spirit. I like to be the best in everything I do and in order to be the best you need to always be prepared. Very organized and creative person with great social skills and communication skills that likes to bring out the best out of the people that he works with.

Being a point guard in basketball for 15 years made me realize that in a team, you must take the good and the bad from the people you are working with and the only way to succeed as a group if you bring out the best of them and make them bring their best skills to the table.

Once the goal is a common goal for everybody on the team you can lead them to success. I like to lead by example, being the hardest working person on the team and show them the way.

Seeking work in national and international locations and cruise ships

Employment History:

June 2019 - Present - General Manager at (most recent employer hidden for confidentiality) Bucharest, Romania, (Home/Mobile)

Duties included:

Set up of a new outsourcing and consulting company in the Wellness industry

Negotiate contracts

Financial plan consultancy

Recruit high level professionals for luxury Spas, Fitness Centers and Physical Therapy Clinics

Business plan implementation for new companies

Brand management

Sales Strategies

Training and Workshops in Wellness

June 2017 - June 2019 - Spa Director at Premier Palace Hotel&Spa, Bucharest, Romania, (5 Star Hotel Spa)

Duties included:

Management of the biggest Medical & Wellness Spa in Romania, leading 38 staff towards our common goal: give the warmest spa experience in Romania

3000 sqm and 20 treatment rooms with over 100 therapies in the menu, plus a semi olympic swimming pool and a Fitness Center

Management of the Kids Club and Wellness Bar as well

Improved the customer service, that was reflected on the booking.com rating, by implementing rigorous trainings and performance bonuses.

Developed a new membership strategy and fidelity program "Premier Fit" that increased sales with 22% in the first 3 months

Organised promotional events with local influencers

Prepared annual marketing plans and budgets

Reached an all time high revenue and profit in 2018

Products worked with:

- Elemis, Charme D'Orient, Yonka, Gerovital, Biomer

May 2014 - May 2017 - Spa Manager at La Verda Dubai Marina Suites&Villas, Dubai, UAE - United Arab Emirates, (5 Star Hotel Spa)

Duties included:

Identifying and maximizing the revenue streams.

Creating a unique calendar for guest activities named "La Verda LiVing" that was offering a complete wellness experience. Cooking classes, Jogging sessions, Afternoon Tea with our Ayurveda Doctor, Kids activities and contests with prizes, swimming lessons etc., all of them complimentary.

Launching a Fine Dining Healthy Restaurant in a 5* Hotel and managing the operations of it.

Created and implemented 2 separate brands:

1. FIT23 Wellness Hub - 300 sqm Gym facility

Boutique Functional Fitness Gym with a stunning view of Dubai Marina and the latest Technogym equipment on the market

2. Candles&Pebbles, the Spa with hair and nails Salon, Hammam, Steam, and 12 therapy rooms

Creating a unique concept that follows the latest trends in Wellness combining elements of Physical Therapy, Spa philosophy, Nutrition in a Wellness Environment, but with a Medical approach see less

Products worked with:

- Elemis
- Living Nature
- L'Oreal
- Synergic
- Ila
- HollyBeth Organics
- Mitchell and Peach

March 2012 - September 2014 - Owner at Perfect Body, Bucharest, Romania, (Health Club)

Duties included:

Owner of a Woman's only Aerobics and Yoga Center

May 2011 - May 2014 - Spa Manager at New City Wellness Center, Bucharest, Romania, (Health Club)

Duties included:

- Ensuring monthly, quarterly & yearly Spa & Fitness sales targets are achieved.

Assigning priorities and main tasks to assistant managers and coordinators.

Identifying and targeting specific market segments for potential corporate clientele

Personalizing offers for loyal clients

Creating and implementing the SOP's.

Developing the Customers Fidelity Policy, implementing sales strategies.

Identifying the staff needs and coordinate the recruitment process

Products worked with:

Intraceuticals

Elemis

Gerovital

Education and Qualifications:

2020

Spa Management

2012 Trained in house - New City Wellness Center - Bucharest, Romania Trained in house - La Verda Suites& Villas - Dubai, UAE

Not certified

- Spa Management
- Spa Revenue Management
- Sports Science
- Management of Rehabilitation Clinics
- Management of Alternative Medicine Clinics

2008 Economical Studies Academy of Bucharest

Bachelor Degree in Business Administration

2004 Dante Alighieri High School

Italian Highschool with Degree in Arts and Humanistic Studies

Vocational Qualifications

First Aid

SEO

Online Marketing

Hobbies and Interests

- Basketball
- Fitness
- Music
- Dancing
- Reading

CV created at www.spastaff.com

SPA STAFF.COM
