

# Curriculum Vitae

**Female**

**D.O.B. 26 February 1977**

**Number of years working in industry: 21 years 8 months**

**Candidate ID Number:** 47670

**Nationality:** British

**Language Skills:**

Fluent: English

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

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

## Personal Statement

I am a dedicated and motivated professional, with 20 years experience across the Holistic spa, health, beauty and aesthetic industries.

I am proud to have begun my career as a therapist for premium brands progressing to become a successful innovative business owner, Group Spa Manager and Business Development Manager for a leading International brand.

I have a proven track record in Spa operations, Premium Skincare Retail Sales, Management, Training and Education, Business Management, New Business and Business Development,

Throughout all roles, I have brought a positive attitude to work, inspiring teams around me to exceed expectations and developed trusted professional relationships within the industry.

I am looking to progress my career in a role that will challenge and excite me whilst allowing me to bring all my experience to the forefront

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My key skills include

- Business Planning
- Direct B-2-B and B-2-C sales, increasing annual turnover
- HR responsibility, H&S responsibility, TUPE, Recruitment
- Marketing, Promotion planning, Social Media Campaigns, web planning.
- Prospecting, Start up and Launch
- Franchise knowledge
- Team management
- Internal and External Spa Training
- Area account management of over 170 accounts
- Prospecting, Start up and Launch
- Payroll, budgeting, forecasting, KPI's, Accounts
- Booking software, Operations, Admin
- Key Account Formation Management and Sales
- Stock Control, Purchasing
- Treatment and Service Planning, Customer Journey and planning
- Customer Care and Complaints handling

- Holistic Therapies
- Electrical facial and body therapies
- NLP, Hypnotherapy and Meditation

## Wellness and Spa

Over my 20 year career, and in addition to the positions listed below, I have taken some freelance opportunities to work as part of a team of spa professionals on projects that have involved spa business formation, design, operations, brand choice, training and recruitment in order to take them to the point of opening or ready for funding application.

These experiences, on top of my day-to-day job roles, have given me an all round, in depth understanding of business in the spa and wellness industry.

Seeking work in the UK

## Employment History:

**September 2017 - Present - Spa Consultant** at (most recent employer hidden for confidentiality) Europe/London, UK - United Kingdom, (5 Star Hotel Spa)

### Duties included:

Responsible for

- Head office strategy, commercial development, marketing, staff development and training
- Direction and leadership of the 8 spas with 120 team members.
- Driving and increasing revenue in a department of over £4m annually
- Developing stronger brand partnerships
- Customer service and standards
- Developing better routes to recruitment and a more robust team structure
- Changing and implementing a retail experience for the spas that supports and promotes higher retail sales.

Key Achievement

- Introduction of Aspria branded massage range with supporting retail
- KPI's for 2018 that bring about better staff motivation
- A complete restructure of the retail experience, developing a spa shop in each spa or club.
- New Brand alliance and adding attractive retail lines that fit with club and spa activities.
- Supporting the Spa Teams and Club GM's by implementing new Head office initiatives and Brand Values for 2018

### Products worked with:

Carita, Sisely, Decleor, Dermalogica, Ligne St Barths, La Prairie, Vaghegi

**March 2016 - September 2017 - Area Sales Representative** at Guinot - Mary Cohr, East Midlands, UK - United Kingdom, (Product Company)

### Duties included:

Responsible for

- Working tactically and strategically to increase the awareness, use and sales of treatments and products in salons and Spas
- Responsible for achieving an annual revenue target by actively supporting the growth and development of the existing accounts in the area.
- Developing a territory in line with the financial and new account volume targets by actively prospecting and opening new accounts
- Supporting and advising on a number of topics including but not limited to; sales and marketing, merchandising, promotional events, training and treatment demonstrations.
- Dynamic sales, training and commercial approach to strengthen the brand position as a leading supplier of beauty therapy systems and skincare.
- Experienced to provide general business advice including matters relating to the Guinot franchise concept.
- Generating new business
- Conducting group training and education sessions to a high standard.

Key Achievements:

- Exceeding quarterly targets

- Increasing annual turn over by 117% on an area that was under developed
- Initiative to increase brand awareness in both brands within the spa industry by using my own network of spa professionals and making valuable introductions to spa consultants who have helped build the brand.
- Initiative on increasing sales outside of my area with chain groups of hotels
- Introducing further development of social media within the BDM group

### **Products worked with:**

Guinot, Mary Cohr, Masters Colours

**January 2013 - February 2016 - Spa Director** at Pure Day Spas, Cambridge, UK - United Kingdom, (Day Spa)

### **Duties included:**

Group Spa Manager January 2013 - February 2016

Pure Day spas were originally designed and developed within three fitness centres as an additional department including treatment rooms and heat experience areas for relaxation and wellbeing alongside other leisure activities.

Responsible for

- Managing a team of 15 therapists.
- Operational Management
- Key Account formation and management with Ark, Suntana, Orly, Intelligent Nutrients
- Turning a failing business into a profitable and viable business within 36 months
- Responsible for the Planning, Start Up and Launch of the business
- TUPE management of staff
- Responsible for HR, H&S and payroll
- Finance control, P&L, KPI's, Bench Marking and setting Targets

Key Achievements

- Identifying a business in which improvements could be made
- Assessing and making necessary changes to staff administration, brands, operations and marketing for a more profitable business
- Increasing profitability by over £70k within 36 months
- Key account building with new suppliers
- Initiating apprenticeship opportunities
- Working relationships between departments for overall profitability of each centre
- Increasing awareness of the spas through marketing, local connections to colleges and businesses and better communication through salon operations with existing clients
- Developing a marketing calendar with strategic communication, timings and staging for maximum uptake of offers

### **Products worked with:**

Ark, Suntana, Orly

**May 2004 - February 2016 - Business owner** at Hands on Health UK, UK, UK - United Kingdom, (Home/Mobile)

### **Duties included:**

Owner manager May 2004-October 2012

Hands on Health UK is a Corporate On Site Massage Company offering clothed seated massage, yoga, Personal Training, stress management and mindfulness to employees in office based companies.

Responsible for

- Responsible for the formation of the company
- Brand identity
- Networking and brand representation across the UK
- Corporate workshops for self development, wellbeing, stress management
- Account management
- Training and development of therapists
- Market research and service development suitable for the workplace.
- Massage therapist and mindfulness teacher
- Management of a team of 30 therapists working in companies across the UK, including ASDA, Nottinghamshire and Leicestershire City and County councils, Boots, Disney, Seimens and many more
- Identifying new business links and contracts
- Franchise concept
- Sale of the business in 2012

## Key Achievements

- Formation of the company and continuous growth over 8 years
- Winning successful contracts, many of which lasted over the duration of the time I ran the company
- Sale of a profitable business in 2012

## Education and Qualifications:

### 2000 NCN

Nvq

Spa management

### 2000 New College Nottingham

Modular Courses 2016

Electrical facial treatments Diploma

Electrical Body Treatments Diploma

Guinot and Mary Cohr in house training - 'Train the Trainer'

Guinot and Mary Cohr body training including electrical and manual body treatments and product knowledge

Guinot and Mary Cohr Initial training including electrical and manual facials and product knowledge

New Business Methodology

Broxtowe College

1999-2000

A level's

Biology Grade C

Psychology Grade C

Sociology Grade C

New College Nottingham

1997 - 1999

VTCT Level 3 Diploma in Holistic Therapies

Distinction

- Aromatherapy

- Reflexology

- Swedish Massage

- Indian Head Massage

- Holistic Facial

- Baby Massage

- Business Studies

- Mindfulness and meditation

- Anatomy and Physiology

Level 1, 2 and Master in Reiki

Level 2 NLP

Diploma in Hypnotherapy

Sir Henry Floyd Grammar School

1990 - 1995

## **Vocational Qualifications**

National Level Swimmer in the British Youth Team

## **Hobbies and Interests**

I love to travel, cook (and eat) yoga, swim, run, hike

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

