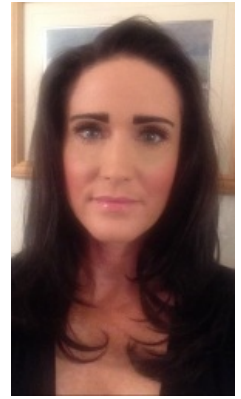


Curriculum Vitae

Female

Number of years working in industry:

27 years 9 months



Candidate ID Number: 51528

Nationality: British

Language Skills:

Fluent: English

Permitted to work in: UK - United Kingdom

Position Sought: Spa Manager, Salon Manager, Assistant Manager, Treatment Manager / Spa Trainer

Personal Statement

A proactive, focused and committed professional, with extensive expertise gained within the Beauty Therapy sector. I am an enthusiastic self-starter who works well as part of a team and on my own initiative. With 20 years varied experience gained with reputable employers, I thrive working in a pressurised environment, delivering first class customer service and always exceeding clients' expectations.

Key Skills:

- Operational management skills.
- Maintaining excellence in customer care.
- Planning, organising and co-ordinating staff rotas, promotional evenings, seminars and events.
- Interviewing, assessing and recruiting suitable applicants.
- Devising, implementing and delivering in-house training sessions.
- Conducting regular reviews and appraisals.
- Performing all Salon and Spa services.
- Driving sales and increasing revenue.
- Devising and implementing monthly and yearly targets
- Stock taking and visual merchandising
- Public speaking to large audiences of 150 people.

Employment History:

September 2019 - Present - Beauty therapist/Sales Advisor at (most recent employer hidden for confidentiality) UK , (5 Star Hotel Spa)

Duties included:

I work in and around the Cheshire Wirral and North Wales area providing 5 star Beauty services to hotel guests or providing sales service/advice to customers within department stores such as John Lewis, Debenhams and Boots.

September 2018 - March 2019 - Assistant Manager at Dufry Global Retail, P&O Ventura, (Cruise Ship)

Duties included:

- Dufry provides retail outlets on 37 cruise ships offering passengers the finest retail shopping on board.

Working on the P&O Ventura, Leading a team of 24 International Sales Associates and operating/overseeing 7 retail outlets across 3 floors.

Achievements:

- * Implementing targets and driving sales
- * Constantly maintaining and raising visual standards.
- * Coaching and developing staff.
- * Performing, creating and delivering retail seminars
- * Performing all administration duties
- Giving 100% customer care and exceeding guest expectations

Products worked with:

Clique

Estee Lauder

Dior

Clarins

February 2017 - September 2018 - Assistant Manager at The Hut Group, Manchester , UK - United Kingdom, (Product Company)

Duties included:

Responsibilities

- My role is to grow and development the Beauty sector and increase sales across all of the Beauty websites under my management, such as, look fantastic, Mio, Grow Gorgeous, Skincare RX, Skinstore and Skincare store across the U.K. Asia, America and Australia.

Achievements:

- Within this role I train, support and develop the 40 strong advisors to achieve 100% customer service, customer support, quality and Beauty knowledge across all sites.
- On a day of day basis I monitor sales, quality scores, stats, KPI's and performance management.
- On a daily basis, I also have to deal with customer complaints and maintain customer satisfaction by finding first time solutions.

Products worked with:

- Clarins Thalgo Dermalogica Jessica Natura Bisse Environ
- Decleor DSD Elemis Comfort Zone Ear candling
- Guinot Ionithermie Kanebo La Therapie Aromtherapy Associates

July 2015 - November 2016 - Salon Manager at Tranquil Spa, Manchester, UK - United Kingdom, (High Street Salon)

Duties included:

Leading a team of 6 staff within a very busy salon, comprising of 9 treatment rooms, offering all services from IPL, Elemis and Murad facials, holistic therapies, waxing and nails. In direct charge of a weekly target of £5,000 plus. Directing and leading the Assistant Manager and 5 other team members.

Achievements:

- Driving sales and achieving 95% of the target each week
- Implementing monthly promotions and offers
- An increase in revenue by 9% YTD
- Ongoing training & coaching of staff members.
- Salon refurbishment and the implementation of a new Pedicure and Shower room. This was achieved by taking the initiative to sell a room full of salon equipment and furniture that had not been used in many years. I sold the items on E-bay and used the money to refurbish the old store room into a further, fully functional treatment room.

Products worked with:

Elemis, Murad, Jessica and CND

December 2014 - June 2015 - Assistant Manager at Starboard, Carnival Conquest, (Cruise Ship)

Duties included:

- Reporting to the General Retail Manager.
- Starboard Cruise Services provides retail outlets on over 100 cruise ships offering passengers the finest retail shopping on board.
- Leading a team of 12 International Sales Associates and operating/overseeing 2 retail sites across 1 floor. The 2 departments offered jewellery, perfumes, cosmetics, watches, clothing, liquor and souvenirs.

Achievements:

- Driving sales and hitting target 3 out of every 4 for each month.
- Constantly maintaining and raising visual standards.
- Coaching and developing staff.
- Constantly raising the TGM (customer satisfaction rating) on a monthly basis
- Raising brand awareness by holding seminars and demonstrations.
- Inspiring guests to indulge in a memory vacation.

Products worked with:

Clinique, Lancome, Estee Lauder, Chanel

January 2014 - October 2014 - Assistant Manager at Lotus Five, Manchester, UK - United Kingdom, (High Street Salon)

Duties included:

Reporting to the Salon Owner

Lotus five comprised 5 treatment rooms, a private gym for personal one to one training and a yoga studio. It offered clients a variety of treatments, personal training, juice bar and a variety of Yoga and Aerobic classes.

Responsibilities:

Leading a team of 6 staff members, within a very busy salon and studio. In direct charge of a target exceeding £300,000 per annum. Managing the studio, receptionist, head therapist and 4 other staff members, together with running a full column of services, which included non-surgical facials, Environ facials and Peels, Massage, Sports massage, Nails, waxing and tinting.

Achievements:

- Implementing, designing and creating all SOPS, hand books, literature, power point presentations, promotional material and work based materials.
- Staff development and training
- Introduction and roll-out of a new treatment menu, new product range and customer feedback forms
- Increasing customer care and overall standard of therapies
- Raising brand awareness by hosting charity events, pamper parties and evening events
- Implementing new advertising aids, such as flyers, posters and PowerPoint presentations.

Products worked with:

Environ, Aromatherpy Associates, CND, Babor.

December 2011 - January 2014 - Assistant Manager at Butterstyle Beauty, Manchester, UK - United Kingdom, (High Street Salon)

Duties included:

Reporting to the Salon Owner

- Butterstyle Beauty is a small, busy, vibrant, 6-room beauty salon in Manchester. It offers a huge range of services from massage, facials, non-surgical facials, Microdermabrasion, Manicures, Pedicures, Gel nails, Waxing, self-tanning and alternative therapies. The Salon has been in business for over 30 years and has a very loyal clientele.

Responsibilities:

- Leading a team of 7 staff, within a very busy salon. In direct charge of a target exceeding £160,000 per annum. Managing the receptionist, head therapist and 5 other staff members, together with running a full column of

services.

Achievements:

- Increasing the foot-fall from an average of 200 people per month to 250 per month from 2013/2014
- Development of staff
- Increased turnover from £13,000 per month in 2012 to £16,000 per month in 2013
- Introduction and roll out of new product ranges, customer feedback forms and treatments
- Introduction of SOPS
- Increasing customer care and overall standard of therapies
- Raising brand awareness by hosting charity events, pamper parties and evening events

Products worked with:

Guinot, CND, Microdermabrasion.

February 2011 - November 2011 - Assistant Manager at La residencia, Mallorca, Spain, (5 Star Hotel Spa)

Duties included:

Reporting to the Spa Manager

La Residencia is a 5 star Hotel and Spa, set in the beautiful mountainside of Deia. The Spa consists of 6 treatment rooms with a fully equipped wet area, pool, gym, fitness studio and relaxation lounge. This beautiful Hotel is now owned and operated by Orient Express. At the time of my employment La Residencia was owned by Sir Richard Branson.

Responsibilities:

Leading and directing a team of 5 therapists and assisting the Manager in operational procedures together with running a full column of services.

Achievements:

- Training all 5 therapists in Aromatherapy Associates products and treatments
- Raising customer care and standard of services
- Achieving and exceeding retail targets
- Top sales person (1st and 2nd place) for the entire season from March to November
- Receiving regular positive feedback and comments from clients

Products worked with:

Natura Bisse, Aromatherapy Associates, CND, Guinot.

February 2010 - February 2011 - Area Sales Representative at Aromatherapy Associates, Manchester, (Product Company)

Duties included:

Reporting to the Operations Manager

- At the forefront of the Beauty Industry, Aromatherapy Associates have developed a Spa range that is purely based on Aromatherapy and can boost 100% natural organic ingredients in each and every product. They continue to develop and expand, and the products are now sold at exclusive hotels, spas and retail outlets in over 30 countries worldwide.

Responsibilities:

- Sole management and development of my area, which included Scotland, Northern England, the North West and North Wales. Servicing, managing and training over 40 accounts - servicing 2 accounts per day.

Achievements:

- Account opening of 3 new accounts within the first 8 months of the role
- Increasing brand awareness by organising, coordinating and hosting events
- Top sales person for 3 months in a row
- Increasing sales/orders within the first year of the role

Products worked with:

Aromatherapy Associates

August 2008 - January 2010 - Assistant Manager at Harding Brothers, Various ships, (Cruise Ship)

Duties included:

Reporting to the Operational Manager

Responsibilities:

- Managing and operating the retail department, consisting of 1-6 retail outlets and in direct charge of a bi-weekly target of between £50,000 to £100,000 dependant on how many retail outlets there were.

Achievements:

- Driving sales and implementing new promotions and activities
- Raising brand awareness by holding regular seminars and trunk shows
- Staff development and maintaining excellent customer service
- Always achieving 80% towards target.

Products worked with:

Clinique, Lamcome, Estee Lauder, Channel

June 2007 - June 2008 - Assistant Manager at Cleopatra Day Spa, Dubai, UAE - United Arab Emirates, (5 Star Hotel Spa)

Duties included:

Reporting to the Spa Manager

- Cleopatra's Spa is one of the leading Day Spas in Dubai. Based at Wafi City it offers separate Male and Female Spas comprising of 31 treatment rooms. Beauty Therapists, Massage therapists and Ayurveda therapists make up the 54 International Staff that work at Cleopatra's Spa. The Spa offers an array of services from Thai, Swedish and Balinese massage to facials, wraps and waxing.

Responsibilities:

- Managing, training, recruiting and operating a team of 54 international staff over 2 sites.

Achievements:

- Development of the training department. I designed and implemented a 1 month training course for all new starters.
- Managing and directing 54 staff, including 2 Head therapists, a training supervisor and a trainer.
- Updating and revising all SOPs
- Maintaining the highest of standards, customer care and quality of therapies.

Products worked with:

Elemis

July 2002 - May 2007 - Area Sales Representative at Steiner , Manchester, (Cruise Ship)

Duties included:

Reporting to the Head of Recruitment

- Steiner is currently the global Spa leader, operating on over 126 luxury cruise ships worldwide, offering passengers the highest standard of first class Beauty and Spa treatments.

Responsibilities:

- Sole management of my area, which included Scotland, Northern England, North Wales, Canada and America. Servicing approximately 100 Colleges per annum and performing regional and international interviews once a month.

Achievements:

- Increasing brand awareness year on year
- Increasing applicant numbers year on year
- Recruiting successful applicants and monitoring their progress throughout their training and throughout their

- contracts
- Performing and organising successful events, ship visits and Steiner Academy visits.

Products worked with:

Elemis

January 2000 - May 2002 - Senior Therapist at Emerson Spa, NY, USA - United States, (5 Star Hotel Spa)

Duties included:

Reporting to the Spa Manager

- A five star Hotel and Spa set in the heart of the Catskill Mountains, New York, USA. This small Spa Boutique consisted of 5 treatments rooms, Vichi shower room, hydrotherapy bath, Gym and lap pool.

Responsibilities:

- Performing all Spa services, and ensuring the highest delivery of Spa treatments

Achievements:

- Constantly striving to exceed client expectations and receiving regular positive feedback comments from the guests

Products worked with:

Decleor

January 1998 - October 1999 - Senior Therapist at Steiner , Holland America, (Cruise Ship)

Duties included:

Reporting to the Spa Manager

- My first contract with Steiner was on board the M/S Veendam, which held 3000 passengers and 1500 crew. The salon consisted of 11 Spa members, including Hairdressers, Therapists and Fitness instructors.

Responsibilities:

- Performing all Spa services, and ensuring the highest delivery of Spa treatments

Achievements:

- Constantly striving to exceed client expectations and receiving regular positive feedback comments from the guests
- Performing seminars to large audiences

Products worked with:

Elemis, La Therapie, Ionithermie

July 1996 - January 1999 - Beauty Therapist at Ragdale Hall, Leicestershire, UK - United Kingdom, (5 Star Hotel Spa)

Duties included:

- Performing all Spa services, and ensuring the highest delivery of Spa treatments

Achievements:

- Becoming an extremely well rounded therapist and attaining a wealth of knowledge due to extensive training in various product houses.

Products worked with:

Clarins, Decleor, Guinot, Thalgo, DSD, Ionithermie, Kanebo,

Education and Qualifications:

1996 Bury College

NVQ level 2 & 3

N.V.Q. Level 2 & 3 Hairdressing and Beauty Therapy

1996 Bury College

Beauty Therapy NVQ Level 2 & 3.

1993 Barlow High

Attained 9 GCSE's at grade C and D (including Maths and English)

Product Training:

May 2000

Various locations

Clarins Thalgo Dermalogica Jessica Natura Bisse Environ

Decleor DSD Elemis Comfort Zone Ear candling

Guinot Ionithermie Kanebo La Therapie Aromtherapy Associates

CND

Vocational Qualifications

First Aid

sea survival training

BHS Level 1 & 2

Hobbies and Interests

I have grown up with horses and currently have my own horse. I attend shows and Cross country events. I also school and train other horses and as when time permits.

CV created at www.spastaff.com

