

# Curriculum Vitae

**Female**

**D.O.B. 28 June 1987**

**Number of years working in industry:**

**19 years 6 months**



**Candidate ID Number:** 52003

**Nationality:** British

**Language Skills:**

Fluent: English, Arabic

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

**Position Sought:** Salon Manager, Hair Stylist

## Personal Statement

I have been extremely fortunate to grow up in the Middle East. Living in a multi-nation culture has helped me become an outgoing, friendly, understanding person. So, after all my training in the UK, I knew I always wanted to come back.

Hairdressing has given me an outlet for my creativity; I have always loved art and the use of colours this is where I feel I specialise. Whether it is subtle tones to enhance a haircut or full bright & bold colours. Listening to Client's needs, wants and paying attention to the smallest of details to make a connection with a Client. Dedicating myself to making them look and feel beautiful about themselves. Having been able to travel with my work, learn different techniques, together with meeting incredible people from the industry has cemented my passion for my profession. I love the pressures of being in a salon, be it working individually or having a team to bounce ideas off of to inspire me. I am always looking to learn more and evolve in this ever-growing industry.

## Employment History:

**November 2021 - July 2023 - Hair Stylist** at (most recent employer hidden for confidentiality) Riyadh , Saudi Arabia, (Day Spa)

### Duties included:

I moved back to Saudi Arabia for an amazing opportunity to work for a Luxury Saudi Wellness brand, Core. I was hired as the Head Hairstylist, leading the Hair and Nail team. Core has branches in Riyadh, Jeddah and also branches in Egypt. Core caters to a high-end clientele, who demand top quality services. I travel between both Riyadh and Jeddah branches, providing all hair cutting, colouring and hair extension service. I also set up education for the current Hair team to advance their skill set, be it in person training or with online training courses. My role also includes:

- Help the team reach both service and retail targets
- Set up schedules for the team
- Stock count or orderings
- Review Hair teams KPI's
- Search for new exciting product ranges
- Help train Guest Relation on Mindbody booking system

### Products worked with:

Kevin Murphy

RUMOUR LLC hair extensions

Blonde Solutions

**February 2021 - November 2021 - Spa Consultant** at HAIRWORKS , Dubai , UAE - United Arab Emirates, (High Street Salon)

**Duties included:**

I was approached by Hairworks in Dubai to help rebrand their salons and set up the new flagship salon on the Palm; with the understanding that I would forge their team of Hairstylists in the new branch at Nakheel Mall. I helped build up their social media platforms & presence, marketing campaigns and building a new clientele base. As well as training or setting up training courses for both current and new staff.

**Products worked with:**

L'Oréal

Redken

Kerastase

**June 2020 - February 2021 - Spa Consultant** at TUA WELLNESS , Riyadh, Saudi Arabia, (Day Spa)

**Duties included:**

During Covid-19 lockdown, I worked remotely as a consultant with a Spa in Saudi Arabia called TUA as a part of their pre-opening team. TUA is based in Riyadh. I worked closely with their Operations Manager, helping set up brochures, stockists, sourcing the best products, etc. As a part of my job with them, I did market reach to set out pricing and services, come up with innovative idea to set us apart from other salons in the area.

**Products worked with:**

Goldwell

Beauty Works

L'Oréal

**November 2018 - June 2020 - Hair Stylist** at Kozma &Kozma, Doha, Qatar, (Hair Salon)

**Duties included:**

After deciding to leave Saudi, I joined Kozma & Kozma Salon (formally known as Glow American Salon) as a Senior Stylist in Doha, Qatar. Kozma & Kozma is American owned with 3 branches in Doha, Qatar, a branch in Dubai and a further branch in Muscat, Oman. Being back in a salon full-time reenergised me, working with a team from both the US and UK, learning new techniques from the other Stylists. As well as having The Kozma Curl hair training, specialising in Hydrating, Styling, Cutting and Colouring textured hair types. Unfortunately, due to Covid-19, the company had to make the tough decision of making redundancies

**Products worked with:**

- Schwarzkopf Professional
- L'Oréal
- Macadamia
- GHD

**January 2016 - November 2018 - Hair Stylist** at The Hollie, Eastern Province , Saudi Arabia, (Home/Mobile)

**Duties included:**

I moved into being private hairstylist to an elite clientele. I had a range of clients from Saudis to Westerners. I was also able to work with compounds, such as Aramco and Zamil, to set up schedules for me to be in their salons. I was available to travel to/with my clients depending on their needs. Being private, allowed me to help other salons and stylist with in-house training with colour training, styling, managing appointments and health & safety regulations.

I worked with Velouté Academy in Riyadh, designing and teaching short courses. Velouté Academy is the first of its kind in Saudi Arabia, nationally accredited with the TVTC, internationally accredited with ITEC and the VTCT (London) diplomas for Saudi Nationals for careers in the Hair & Beauty industry. I held both Theory and Practical classes giving students basic knowledge and training for Health & Safety, Styling, Cutting and Colouring.

**Products worked with:**

- L'Oréal
- Redken
- Nioxin
- La Biosthetique
- Kerastase

**January 2013 - January 2016 - Spa Manager** at The Sanctuary , Al Khobar, Saudi Arabia, (Day Spa)

**Duties included:**

After finishing my Contract I was contacted by Sanctuary Spa and Nails in Al-Khobar, Saudi Arabia to set up a Hairdressing Department within their Spa. The Spa was already a successful nail spa and wanted to expand in to Hair. For the 1st year, I was recruited to help with design of the salon area, selecting product ranges available for both salon use and retail, setting up the salon systems. I was also placed in charge of interviewing potential staff, conducting trade tests; the then successful staff were given updated training from myself to provide high quality of services.

Once the salon was opened, I became Spa Manager / Lead Stylist. My job role then consisted of:

- Interacting daily with customers to ensure an optimal level of customer satisfaction.
- Maintaining an updated schedule/holiday for all staff.
- Preparing monthly targets for staff.
- Track inventory and reorder supplies and products.
- Implemented and enforced hygiene and cleanliness standards.
- Resolved guest complaints or issues.
- Analysed weekly and monthly revenues and appointment bookings.
- Continuing growth and training for all staff.
- Worked with owner to develop marketing and promotional strategies.

As well as all aspects of my hairdressing, such as merging existing clientele and new, keeping up with the latest trends and explaining product uses and benefits to clients.

**Products worked with:**

- L'Oréal
- Chi
- Kerastase

**January 2011 - January 2013 - Spa Manager** at Astralis Spa, Al Khobar , Saudi Arabia, (Day Spa)

**Duties included:**

Headhunted as Hair & Beauty Manager / Senior Stylist by Astralis Health Club & Spa, Al-Khobar, Saudi Arabia. Astralis Spa being a top Spa in the Eastern Province of Saudi Arabia servicing a Global clientele.

As Hair & Beauty Manager, I had 17 Multi- National Staff, Nail Technician, Beauticians and Receptionists under my charge. My duties consist of arranging staff schedules, time keeping, holidays, visas. Managing inventory of all products this includes ordering, dealing with vendors and ensuring there are adequate supplies at all times. Dealing with concerns, complaints from both Clients as well as Staff. Setting up monthly meetings to discuss work related promotional projects and developments. Making sure the Spa is maintained to a level of high quality by co-coordinating with the Maintenance, Housekeeping Departments and other relevant departments.

As the Senior Stylist my tasks include all hairdressing duties, i.e. Cutting, Styling, Colouring, Advance Colour Correcting, informing clients on their home care needs; whilst also helping my fellow stylists with clients and updating their technical skills, thus creating a positive impression in the working environment and giving the clients the best results.

**Products worked with:**

L'Oréal  
Kerastase

**January 2006 - January 2011 - Hair Stylist** at Artistica , Wallasey , UK - United Kingdom, (High Street Salon)

**Duties included:**

Employed full time at Artistica Limited as a Hair Stylist. Artistica is a Leading Hairdressers in the North West of

England and has a diverse clientele. As a stylist my tasks included; Cutting, Colouring, Blowdrying, Barbering and simple Hair Up; as well as making sure all the clients' needs were taken care of, therefore, creating a positive image of both myself and of the salon. Besides this I also took care of computerised stock control (I-Salons) for both retail and salon stock. My other responsibilities included making sure all the assistants were working to the best of their abilities, whilst helping to learn new skills as well as ensuring that their college work was up to date. After completing my NVQ 2 Level and a year on the salon floor, I went on to complete my NVQ 3 Level in April 2010, with training in Small Business Management.

#### **Products worked with:**

- L'Oréal
- Redken
- La Biosthetique
- Fudge
- Paul Mitchell
- Lanza
- Purology
- Alterna
- Nioxin

**January 2004 - January 2006 - Saturday Girl** at Artistica , Wallasey , UK - United Kingdom, (High Street Salon)

#### **Duties included:**

Saturday Girl at Artistica Limited whilst still studying for my GCSE's and A-Levels. My Duties included shampooing, keeping the Salon clean, making sure everything was to hand for the Stylists (such as foils, brushes, tints, etc). I was also taught to make bookings on the computerised system called I-Salons, taking care of the client's needs both over the phone and in the salon.

#### **Education and Qualifications:**

##### **2010 Scientiam, Wirral, UK**

NVQ Level 3

Wirral Met College, Wirral, UK:

September (2006 - June 2008)- Day Release for City and Guilds NVQ Level 2 Hairdressing

#### **Product Training:**

**May 2018**      **Redken Course for Styling (Start with the Finish) Redken Course for Principles of Highlighting**  
**Nioxin Course for the Education of Thinning Hair La Biosthetique Course for the Education to**  
**Promote Scalp and Hair Wellness Wirral Met. College Co**

#### **Vocational Qualifications**

First aid

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

