

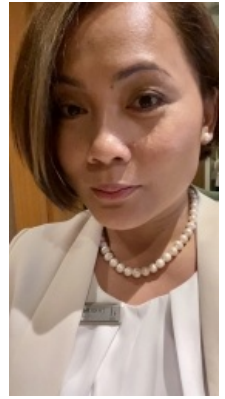
# Curriculum Vitae

**Female**

**D.O.B. 25 February 1980**

**Number of years working in industry:**

**14 years 11 months**



**Candidate ID Number:** 55197

**Nationality:** Filipino

**Language Skills:**

Fluent: English

Good: Arabic

Basic: Spanish, French, Russian

**Permitted to work in:** Philippines, Maldives

**Position Sought:** Spa Consultant, Regional Senior Manager, Spa Director, Spa Manager, Salon Manager, Spa Co-ordinator, Head Therapist, Treatment Manager / Spa Trainer, Yoga / Pilates Teacher, Membership Sales Professional

## Personal Statement

Accomplished Spa & Wellness Executive with 20+ years managing multi-million-dollar luxury resort operations across the Middle East, Asia, and island destinations. Proven ability to deliver up to 20% annual revenue growth, launch signature wellness programs, and lead high-performing teams in delivering 95%+ guest satisfaction. Expert in pre-opening management, high-net-worth client experiences, and sustainability-focused wellness innovations.

## Employment History:

**March 2025 - Present - Head of Spa, Wellness and Recreation Operation** at (most recent employer hidden for confidentiality) UMLUJ, KSA, (5 Star Hotel Spa)

### Duties included:

- Drove sustainable operations through cross-departmental collaboration, reducing waste and improving efficiency.
- Standardized operational systems to boost service performance.
- Designed and delivered wellness and adventure programs with 95%+ guest satisfaction.
- Reduced staff turnover by 30% through targeted training and development.
- Introduced guest sustainability initiatives, increasing engagement by 40%.
- Resolved guest concerns promptly, improving review scores and loyalty.

### Products worked with:

-Dr. Burgener Switzerland

-Amla UK

**September 2023 - February 2025 - Associate Wellness Director** at HABITAS ALULA, ALULA, KSA, (5 Star Hotel Spa)

### Duties included:

-implemented operational systems enhancing revenue generation and productivity, achieving consistent growth.

- Designed and launched over 30 bespoke wellness experiences for high-profile VIPs.
- Successfully implemented Book4Time booking system, improving booking efficiency by 40%.
- Led service quality training, strategic planning, and workforce development, reducing turnover.
- Directed mindfulness and fitness programs, managing local and international wellness practitioners.
- Spearheaded sustainability and community outreach initiatives, increasing guest engagement.

**Products worked with:**

- Localized wellness hotel branding utilizing local resources to support the community and connect to the local culture

**October 2022 - September 2023 - Spa Manager** at Habitas Alula, SaudiArabia, Saudi Arabia, (5 Star Hotel Spa)

**Duties included:**

Wellness Manager

Habitas,Alula

<https://worldspaawards.com/award/saudi-arabia-best-resort-spa/2023>

Successful implementation of operational system that enhances profitable  
Revenue generation and productivity.

Consistent Revenue growth.

Service quality training

Strategical planning

Lucrative Selling Strategy

Leadership and Team building

Responsible of Mindfulness and Fitness Programming Activation

Local and International Wellness Resident Practitioner arrangement.

Local and International Workforce hiring

Handling programming sessions and workshops.

Quality experience focus.

Developed and maintained positive relationships with community members, businesses, and vendors to build trust and rapport.

Demonstrated creativity and resourcefulness through the development of innovative solutions.

Consistently exceeded monthly revenue.

Successfully implemented a professional booking system,Book4time.

**Products worked with:**

n/a

**Career Break** - Training - industry-related

**June 2022 - October 2022 - Spa Manager** at Lihim Resort,Philippines, El Nido Philippines, Philippines, (5 Star Hotel Spa)

**Duties included:**

Helped clients set and achieve health and  
wellness goals

Developed and maintained positive relationships

with community members, businesses and

vendors to build trust and rapport.

Helped clients set and achieve health and

wellness goals

Monitored and evaluated program performance

to determine value and quality

Coordinated marketing efforts to promote fitness

and wellness programs

Participated in team projects, demonstrating

ability to work collaboratively and effectively

**Products worked with:**

n/a

**December 2019 - June 2021 - Spa Manager** at Divan Hotel , Kurditan,Iraq, Iraq, (5 Star Hotel Spa)

**Duties included:**

Facilities, Services, and Revenue Development.

Operation System Procedure Services and Membership successful implementation.

Achieved and accelerated revenue.

Excel from competitors in the market by instilling team into a common goal, personalized strong commitment in providing service and strategical approach.

Successfully implemented Standard Operation Procedures services and treatment protocol.

Created an attractive and comprehensive spa menu for urban, corporate business clientele and online platforms in friendly access to app reservations.

Developed facilities and services into profitable generating revenue and returns.

Created Standard Operational Policies and Procedures and effective implementations.

Implemented COVID-19 Action Plan Spa and Fitness Safety and Precautionary Operational guidelines.

Proactively maintain and monitor online reviews

Successfully managed remotely the operation in five months, revenues remain accelerated during the period.

**Products worked with:**

Aromatherapy

**Career Break** - Training - industry-related

**December 2017 - December 2019 - Spa and Salon Owner** at Kandima Resort Maldives, Maldives, Philippines, (Day Spa)

**Duties included:**

September 2017🔹"December 2019

Spa and Fitness Operation Manager-Kandima Resort, Maldives <https://kandima.com/>

Implemented Marketing Strategies for generating sales and increased revenues, consciously utilize operational budget, closely monitor higher profit margins.

Ensuring Spa and Wellness area in daily smooth operation rated 10/10 in continuous tenure revinate service reviews.

Instill and inspire team member's to work in a common goal, involvements with an effective leadership approach.

Created Spa comprehensive menu, upgrades according to clientele/market and concepts.

Created Standard Operational Policies and Procedure ineffective implementations.

Maintained high quality of service and strive to achieve and excel guest's satisfaction and expectations gained loyalty and recommendations.

Maintaining connection and guest relationships for guest loyalty, repeat business, and the property itself.

Updates latest wellness trends and open to innovation.

Organize Fitness Activities, classes and ensuring fitness equipment maintenance and safety are up to date for smooth and safe operation.

Managing 18 team members and 10 double treatment rooms, Fitness facilities w/outdoor and indoor activities, and daily multiple fitness classes.

Hands-on into operation, ensuring spa journey exceeded to each expectation to gain loyalty and repeat business, spa team upgrades upselling skill, technical and theoretical knowledge for a better and effective understanding in the business.

Planning and proper organization and ensure all reports and deadlines are met on time.

Self-driven and empowered.

Manager on duty( 4-6x a month)

Acquired Senior Leadership Management Training Program by Journey Singapore,nominated 2nd Best Manager of the resort.

Attended Spa World Asia Conference 2018,Phuket Thailand

### **Products worked with:**

n/a

**December 2016 - September 2017 - Head Therapist** at Nam Nghi Phu Quoc , Vietnam, Vietnam, (5 Star Hotel Spa)

### **Duties included:**

December 2016"September 2017

Spa Manager

Anantara Mui Ne Resort Vietnam/Task Force/Under AB Owing Management [www.mui-ne.anantara.com](http://www.mui-ne.anantara.com)

Namnghi Island Resort Phu Quoc /Spa & Fitness Pre- Opening Manager

[www.namnghiresort.com](http://www.namnghiresort.com)

Responsible for Spa Design and Concept of Anmai Spa at Nam Nghi Phu Quoc Luxury Resort, Vietnam

Pre-Opening Spa Nam- Nghi Phu Quoc Luxury Resort, Vietnam while at the same time daily managing Anantara Spa Vietnam Muine/Task Force from 2016 December-2017 September.

Spa Team Recruitment, Service Training

Created Spa Treatment Protocols and Services

In-Charge of Spa Concepts selection and Fitness facilitation.

Facilitate Operational Supplies and Equipment's (OS&E) purchases and Supplier Agreements.

Monitored Furniture and fixes installation and building construction.

Created Spa comprehensive menu and Pricing

Implemented Spa Operational Service Standard and

Regulations

Spa Collaterals, Spa Menu, Appointment Card with Terms and Conditions, Consultation Card and Spa Guest Feedback Form

Closely Monitor from Construction to Operation Defect List that needs to be rectified, supplier's/spa vendors, and Maintenance issues.

Spa Menu Pricing Micros and Opera/Configuration

Ensured daily smoothed Spa and Fitness Operation

Delivered Spa Orientation and Intensive Training program to ensure services are delivered per company standard implemented.

Ensure investor's expectations and targets are met for profit in return.

Closely monitor daily operation, budget expenses, and revenue generation.

Empower employees to provide outstanding customer service and continues to strive for excellent performance.

Comprehends budgets, operating statements, payrolls, performance reports as needed to assist financial management of the department.

**Products worked with:**

AROMATHERAPY

**Career Break** - Training - industry-related

**February 2012 - February 2013 - Holistic Therapist** at FOUR SEASONS HOTEL AND RESORT LANDAA GUERAVAARU, MALDIVES, (5 Star Hotel Spa)

**Duties included:**

CHAKRA HEALING THERAPIST

RESPONSIBLE HANDLING VIP'S AND

DEFFICULT PROBLEMATIC CLIENTS

RETAIL TOP SELLER

ONE ON ONE YOGA WITH GUEST

Achievements:

Received Monthly Recognition on Guest Satisfaction Survey (Medalia Program)

Ila Product Natural Range, Chakra Blessings, Healing, Face and Body Treatments ( June 2012)

Certified Fire Fighter /Four Seasons Landaa Gueravaaru Team,Maldives(12th-18thof July 2012)

Recognized Top Seller

HelpingTrainers for Protocols and trainings and assigned to handle VIP 's and defficult guests.

**Products worked with:**

n/a

**Career Break** - Traveling

**May 2010 - April 2012 - Spa Consultant** at RADISSON BLU BAHRAIN, MANAMA, (5 Star Hotel Spa)

**Duties included:**

RECEPTIONIST/THERAPIST

MEMBERSHIP SALES PERSONNEL

PRODUCTS INVENTORY

DAILY AND MONTHLY FINANCIAL REPORTS

**Products worked with:**

PHYTOMER MARINE SKIN CARE BRAND

**April 2011 - October 2011 - Massage Therapist** at ANANTARA HOTEL AND RESORT MALDIVES, MALDIVES, Maldives, (5 Star Hotel Spa)

**Duties included:**

RECEPTIONIST CUM THERAPIST

STOCKS AND RETAIL INVENTORY IN-CHARGE

ASSIGNED VIP'S CELEBRITY, HIGH PROFILE HANDLING

DAILY , MONTHLY REPORTS SUBMISSION

**Products worked with:**

ELEMIS

ANANTARA SKIN CARE BRAND

**November 2009 - March 2010 - Head Therapist** at MELLINIUM HOTEL DOHA, QATAR, Qatar, (5 Star Hotel Spa)

**Duties included:**

RECEPTIONIST/THERAPIST

MEMBERSHIP SALES PERSONNEL

PRODUCTS INVENTORY

DAILY AND MONTHLY FINANCIAL REPORTS

**Products worked with:**

SOOTHY'S/FRANCE

**Career Break** - Job hunting

**March 2007 - November 2009 - Receptionist** at HILTON RESORT DUBAI, JUMEIRAH, UAE - United Arab Emirates, (5 Star Hotel Spa)

**Duties included:**

RECEPTIONIST/THERAPIST

MEMBERSHIP SALES PERSONNEL

PRODUCTS INVENTORY

DAILY AND MONTHLY FINANCIAL REPORTS

**Products worked with:**

PHYTOMER MARINE SKIN CARE

**Education and Qualifications:**

**2018 CHIVASOM ACADEMY/THAILAND PATANJALI FOUNDATION,INDIA**

ANATOMY & PHYSIOLOGY 200 HOURS YOGA TEACHERS /REGISTERED YOGA TEACHER

SENIOR LEADERSHIP PROGRAM

OPERATION MANAGEMENT FOUNDATION(LINKEDIN)

MANAGEMENT ONLINE COURSE BY LOBSTER INK/ONLINE COURSE

SCIENCE(HUMAN ANATOMY&PHYSIOLOGY)

YES I CAN SERVICE  
SERVICE FROM THE HEART  
HATHA YOGA(BY PATANJALI FOUNDATION)  
ADVANCE SKIN CARE  
CHASKRA HEALING  
CERTIFIED TRAINER/ACCOR

**1996**

SKIN,BODY AND MASSAGE TREATMENTS  
YOGA AND PILATES INSTRUCTION, ONE ON ONE AND GROUP CLASSES  
CHAKRA HEALING TREATMENT

**1997 CAPITOL UNIVERSITY**

HIGH SCHOOL GRADUATE

**1996 SAINT JOSEPH ACADEMY**

HIGH SCHOOL DIPLOMA

**Product Training:**

**August  
2015**

**-SKINCEUTICAL MEDICAL INTENSIVE SKIN CARE TRAINING**

-SKINCEUTICAL DUBAI

SKIN ANALYSIS

INTENSIVE SKIN CARE TREATMENTS

**July 2014**

**ANNE SEMONIN**

ANNE SEMONIN PRODUCT PROVIDER

SKIN CARE AND PRODUCTS KNOWLEDGE

**Vocational Qualifications**

Certified First Aid

200 HRS YTT TRAINING

PILATES MAT TRAINING

NUTRITIONAL THERAPIST

SOUND HEALING THERAPY

**Hobbies and Interests**

Mountain climbing

Outdoor sports/running &hiking

Yoga

Tennis

Reading books

Travelling

