

# Curriculum Vitae

**Female**

**D.O.B. 29 May 1977**

**Number of years working in industry:**

**11 years 4 months**



**Candidate ID Number:** 61872

**Nationality:** British

**Language Skills:**

Fluent: English

Basic: French, Italian

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

**Position Sought:** Spa Consultant, Spa Manager, Head Therapist, Treatment Manager / Spa Trainer, Senior Therapist, Massage Therapist, Holistic Therapist, Complementary Therapist, Yoga / Pilates Teacher

## Personal Statement

BROADLY SKILLED THERAPIST, PROFESSIONAL, CONSCIENTIOUS, COMPASSIONATE, ACADEMIC, EMPATHETIC, HIGHLY INTUITIVE, MULTI-TASKER, MANAGER

I am an holistic wellbeing therapist, coach and yoga teacher. I'm a self-starter, have set up and run my own business, worked as a freelance massage therapist and been a senior advisor to the British government on communications. I have a strong and proficient background in marketing communications. My passion is health and wellbeing, helping people to feel at their best in both their bodies and minds. I can operate at all levels. I love being hands on delivering one-to-one therapies but I can just as capably take a management role in a spa or wellbeing centre.

I came from a corporate and professional background in marketing and moved sideways into alternative therapies out of a desire to make a real and tangible positive contribution to the lives of others. I understood mind body connection and the impacts of stress and mood disorders on physical health after studying health psychology in university. I knew then that I wanted to make a career change to become a therapist. I have focused first on therapies that relax body and mind. Later I studied coaching as a way to start practicing a form of early intervention talking therapy in stress management. I hope to broaden my expertise to involve more movement therapies, sound healing and breathwork and to lead classes and workshops in these in the future. All of this requires a commitment to continuing professional development and a path of lifelong learning.

In August 2019 I had to give up a practice that I loved and a business I had built myself from scratch, when my working visa in Israel was suddenly withdrawn following a separation from my Israeli partner. I returned to the UK and worked on updating my professional qualifications in order to move forward with a new chapter in my life and a new venture. Then COVID19 struck, equally out of the blue. For now, as I write this the whole world is in lockdown, I am building a diverse portfolio of freelance projects to support me financially. But health and wellbeing is my passion and I do not want to give up on this career and everything I have been working towards for the last 10 years. I hope to find a new position as a therapist or spa manager once travel and movement restrictions are lifted. I feel I have a great amount of experience, knowledge and expertise to contribute to any wellness business.

Seeking work in national and international locations

## Employment History:

**September 2019 - March 2020 - Massage Therapist** at (most recent employer hidden for confidentiality) Reading, UK - United Kingdom, (Day Spa)

### Duties included:

Senior spa therapist delivering professional ayurvedic massage, swedish massage, sport massage, cellulite treatments, body scrubs, face massage, Indian head massage.

Ayurveda Retreat is an holistic wellbeing spa providing ayurvedic and other massage treatments as well as ayurvedic

medicine. The spa closed in March 2019 due to the COVID19 outbreak.

### **Products worked with:**

Ayurvedic massage oils

### **January 2013 - August 2019 - Massage Therapist** at Self Employed, Tel Aviv, Israel, (Home/Mobile)

#### **Duties included:**

SENIOR THERAPIST / SPA THERAPIST / 5\* HOTELS / BOUTIQUE SPAS / HEALTH CLUBS / GYMS / FREELANCE / MANAGER

In 2013 I moved to Tel Aviv from London with my Israeli partner and set up my own practice as a freelance massage therapist. I worked in premium spas and health clubs around the city and managed my own clinic. My private practice grew rapidly by personal recommendation and word of mouth. I was fortunate to have many high profile clients, including television personalities, actors, models and musicians. This was testament not only to my professional skills as a therapist but also to my interpersonal and relationship skills, discretion and high standards.

I specialise in relaxing body treatments to alleviate stress related tension, repetitive strain, postural related aches and pains and tight muscles from sports fatigue. I came to massage therapy after studying stress, mental health and correlating physical pain, illness and disease in university. My treatments promote relaxation and mental calm through healing touch, breathwork and mindfulness. I have over 7 years' experience as a massage therapist and have completed trainings in different types of therapies in different countries around the world. I hold the BTEC Level 5 diploma in Sport and Remedial Massage, which is one of the highest levels of training for body therapists in the UK.

During my time in Israel I worked as a freelance therapist for luxury boutique spas, including Yoko Kitahara Spa (premium Japanese spa), Villa Spa (boutique), Hilton, Leonardo and Setai hotels.

I am also a certified life coach and yoga teacher.

### **September 2007 - December 2011 - Marketing Communications Manager** at UK Government, London, UK - United Kingdom, (Product Company)

#### **Duties included:**

Before I became a therapist in 2011, I had a successful career as a marketing communications specialist for the British Government. I worked at a senior level for over 10 years as a communications strategist, project manager, team leader and press officer. Among the many duties I performed include:

- Briefing ministers, writing and editing a range of materials from corporate publications and technical reports to briefing papers
- Developing marketing strategy and project managing the delivery of campaigns and events
- Managing internal communications for major organisational change programmes
- Writing press releases and managing media relations
- Interviewing, recruiting and training team members

In 2012, I took the bold decision to leave the civil service to pursue a personal dream to travel the world. I trained as a therapist and life coach and worked as a freelance bodywork therapist from my own practice in Tel Aviv for 6 years, which has sharpened my interpersonal skills and given me a great depth of insight into human wellbeing, psychology and emotions.

### **Education and Qualifications:**

#### **2018 University of Cambridge, UK**

Postgraduate Diploma

Psychological Coaching - in 2018 I completed an 18 month post graduate diploma in Coaching.

Coaching is a professional practice that uses psychological theory to help individuals move forward in many ways, from setting and achieving new personal goals, overcoming a lack of confidence, improving self esteem, developing greater self awareness and finding their true life purpose. Coaching is a form of future-focused therapy that helps individuals to focus on the future they want to build for themselves and how to go about

getting what they want.

I work with individuals privately to help them overcome obstacles, personal problems, indecision, lack of confidence and design new life paths for themselves.

## **2016 Aryan Yoga and Reiki at Or Yoga, Tel Aviv**

Yoga Alliance Certified 200 hour yoga teacher training - Ashtanga Yoga

Ashtanga Yoga Teacher - I have practiced yoga for over 15 years and in 2016 undertook a 4 month training programme to teach ashtanga yoga with an Indian teacher residing in Tel Aviv.

## **2015 ITM, Chiang Mai, Thailand**

Professional certificate from a school approved by the Thai government

I am trained in traditional Thai Yoga Massage, which is a hugely effective complementary therapy used in hospitals in Thailand. This system of massage comprises acupressure along the meridians with passive musculo-skeletal stretches adapted from yoga.

I trained for 2 months in a traditional school in Chiang Mai.

## **2011 London, UK**

I have a 2 diplomas in massage therapy: - BTEC Level 5 diploma in Sport and Remedial massage (2020) - BTEC Level 4 diploma in Holistic Massage therapy (2011)

Massage therapy diplomas are listed below. In addition I have professional training certificates in hot stone massage, bamboo massage, pregnancy massage, myofascial release, trigger point therapy and seated acupressure massage.

I am currently taking a teaching qualification in adult education and will finish this in summer 2020, after which I hope to deliver training and skills workshops in massage therapies.

## **2009 University of London**

I hold the following academic qualifications from UK educational institutions:

Postgraduate Diploma in Coaching - University of Cambridge, 2018

BSc Psychology (first class honors) - University of London, 2009

Marketing Communications Diploma - Chartered Institute of Marketing, 2000

3 A-Levels - French, Italian & History (1995)

7 GCSEs (1993!)

## **Hobbies and Interests**

I have a broad range of interests from the metaphysical, such as spirituality, theology and astrology to fashion and creative arts. I enjoy the outdoors and love cycling whenever I can rather than using a car. I like hiking and camping in nature and did many long distance hikes when I lived in Israel.

I love music, especially latin and soul. I took latin dance classes when I lived in London and still hold onto the dream of one day becoming a good latin dancer. I would love to learn Argentinian Tango.

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