

Curriculum Vitae

Male

D.O.B. 27 January 1976

Number of years working in industry: 16 years 0 months

Candidate ID Number: 70033

Nationality: British

Language Skills:

Fluent: English

Basic: Spanish

Permitted to work in: UK - United Kingdom

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

Personal Statement

A dedicated and accomplished leader with more than 10 years of experience devising and implementing operational and growth strategies for ensuring the success of the luxury spa and leisure clubs. Proven success in recruiting and training staff, maintaining inventories, processing payroll, leading promotional campaigns, creating and updating records, resolving customer issues, and preparing work schedules while adhering to health and sanitation standards.

Equipped with MA in Luxury Hospitality Management from the University of West London and a BSc in International Spa Management from the University of Derby. Expert in preparing and executing marketing strategies, determining and attaining new business development opportunities, and boosting the sales resulting in optimising the revenue of the company. Innate ability in strengthening compliance; improving processes; and elevating output, quality, customer satisfaction, and employee morale to all-time bests.

KEY SKILLS

- Leveraging leadership capabilities for devising and implementing sales, marketing, and business development plans to enhance the growth and revenue of the spa and leisure club.
- Skilled in performing all HR functions for the spa staff, comprised of hiring, training, interviewing, evaluating performance, scheduling work, conducting staff meetings, and resolving major concerns.
- Applying innovative and effective sales and marketing strategies to attract and attain new customers for generating and improving the revenue of the spa while adhering to agreed policies.
- Proven track in meeting and exceeding the client expectations through the deliverance of outstanding customer service and resolution of their potential issues.
- Enhancing efficiency within internal procedures and treatment functions by determining and implementing best practices and opportunities for continuous process improvement.

Technically proficient in Premier Software, Spasoft, Opera, Microsoft Office Suite, and Rota Horizon.

Employment History:

September 2019 - Present - Spa Manager at (most recent employer hidden for confidentiality) RUTLAND, (Hotel Spa)

Duties included:

Managed a staff of 26 which consisted of Assistant Leisure Manager, Supervisors, Receptionist, Leisure Assistant, Certified Lifeguards and Spa Therapists. Hiring/Termination

- Leverage leadership capabilities for hiring, building, and leading a highly qualified team of 26 staff members, including assistant leisure manager, supervisors, receptionist, leisure assistant, certified lifeguards, and spa therapists.
- Spearhead and finalise complex renovation projects for the spa and leisure club within time and budgetary constraints.
- Develop and ensure the execution of effective operational strategies to meet and surpass desired outcomes.
- Successfully meet and surpass monthly upsell targets by carrying out staff performance evaluation and implementing continuous process improvement initiatives for boosting the morale and retention of employees.

Key Contributions: Performed beyond routine operations for the supervision of the Barnsdale Hall Hotel Resort Spa & Leisure Club, comprised of 7 treatment rooms, hydrotherapy room, relaxation area, hair salon, 25m swimming pool, steam, sauna, Jacuzzi, 6 tennis courts, 2 squash courts, gymnasium, fitness studio, snooker room, table tennis, and 9 holes pitch n putt golf in accordance with set policies. | Conceptualised, designed, and introduced spa and wellness services while preparing treatment menu and branding materials to provide outclass services to clients. | Researched and determined new trends for improving the Spa menu for enhancing sales to turn Spa & Leisure that operated in Red only as an amenity to operate and show a profit within six months. | Applied strong analytical skills for planning, arranging, and managing quarterly spa events. | Oversaw inventory management operations for ordering necessary supplies, balancing inventory, and scheduling demand to meet set targets. | Achieved complete satisfaction of the customers by delivering the highest quality guest service and resolving their potential concerns and issues in a timely manner.

Products worked with:

- Espa
- Germaine de Capuccini
- Caudalie
- Comfort Zone
- Isgha
- Crystal Clear

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July 2018 - August 2019 - Spa Co-ordinator at Aman Spa at the Connaught, Mayfair, London, UK - United Kingdom, (5 Star Hotel Spa)

Duties included:

- Provided superior service to clients from arrival, spa treatment, and departure as per Forbes and LQA standards.
- Effective liaised with guests for understanding and fulfilling their requirements through personal meetings and phone.

Key Contributions: Obtained satisfaction and retention of guests by delivering outclass spa services to major clients and guests. | Utilised comprehensive knowledge and expertise related to Spasoft point of sale software for accurately charging guests, booking appointments, and scheduling therapists while eliminating any discrepancies. | Secured

departmental award for selling the most Spa products from January to July 2019 while establishing Aman London the third globally in product sales behind Aman Utah and Aman Tokyo.

Products worked with:

- Aman Skin Care
- Pink Boutique
- Intraceuticle

January 2010 - July 2018 - Spa Director at Kyodex Wellness Spa, LONDON, UK - United Kingdom, (Home/Mobile)

Duties included:

- Created and applied advanced business development/growth plans as per offline/online sales and marketing strategies.
- Prepared, offered, and processed several treatments and wellness packages for a diverse range of clients.
- Held responsibility for carrying out marketing assessments to identify and implement new and advanced changes.
- Strategically assessed performance and deployed appropriate procedures for service delivery improvements.

Key Contributions: Developed and managed profit and loss for attaining business expansion objectives. | Cultivated and fostered productive and long-lasting relations with 3rd party suppliers to deliver high-quality services by using strong interpersonal skills. | Received recognition for successfully providing delivering year-on-year business and revenue growth by maximising the engagement of existing clients and attracting potential customers.

Products worked with:

- Crystal Clear
- Sienna X
- Outback Organics

Education and Qualifications:

2019 University of Derby

Degree : 2:1

BSc International Spa Management

This course of studies prepare me for work in key management roles in spa and wellness as they develop a critical understanding of the global spa industry, its practices and the changing nature of consumer behaviour.

In completing this programme of studies, I understood and appreciate academic theory and research and its practical application in the workplace, studying spa operations, project management, sustainable management systems, risk management, marketing, financial planning and strategy.

I was able to devise strategic and operational plans for the management of spa related organisations and explore the increasingly complex nature of the industry in relation to customisation and commodification, globalisation and glocalisation. I also had the opportunity to test their research ideas in the Devonshire Spa, the onsite commercial day spa.

2018 University of West London

Degree - Distinction

MA Luxury Hospitality Management

This programme of studies combines a dedicated academic focus with a study of contemporary managerial and strategic issues. I learnt about the business environment in which luxury brands operate, the customer experience and reputation management in the digital world of luxury hospitality management.

Helps me to develop advanced management skills, which focuses on the subtleties that separate businesses and services in the luxury hospitality sector today. I developed a critical understanding of the operational, financial and cultural imperatives of luxury hospitality and the impact of changes in that environment at national and international levels.

Managed to address the opportunities and challenges involved in designing the customer experience within the luxury hospitality industry, focusing on the strategies that will help me to future employer to achieve their goals.

I achieved the opportunity to develop my ability to understand the broader demands of management at higher levels, including measuring and analysing the financial, social and environmental performance of the business.

Product Training:

November 2020 [COMFORT ZONE]

November 2020 Isgha

November 2020 CAUDALIE

November 2020 Germaine de Capuccini

October 2019 ESPA

Vocational Qualifications

- Barnsdale Hall Hotel Resort - Spa Managers Leadership Training - Germaine De Capuccini. 2020
- Meridian Leisure Hotels - Pool testing, first aid, fire, health & safety - In-house training. 2019
- University of West London Certificate - Leadership styles and skills, 2019
- The Connaught - Payment Card Industry Data Security Standard Awareness - Front of House 2019
- The Connaught - COSHH & EU GDPR Management Information & Awareness Training, 2018.
- Caudalie Certificate - Pregnancy Massage, Devine Oil Massage, Fleur De Vigne Candle Massage, 2017.
- [Comfort Zone] Certificate - Tranquillity Pro-sleep Massage, Thermogenic Attack Massage, 2017.
- ITEC Level 3 Diploma in Holistic Massage - Accredited Massage Courses Ltd, 2012
- Core by Premier Software, Spasoft, Opera & Microsoft Office

Hobbies and Interests

Lawn tennis, cooking, hiking, dancing & singing

CV created at www.spastaff.com

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