

**Summary**

Excellent Spa Management and Teaching background, with involvement in aspects of Business Development including Sales, Marketing and PR. International Expert in Health and Beauty Treatments. Author of several treatment manuals for Spa Professionals Approved for transferable H1B work visa as a Professional with more than 12 years progressive work experience in Spa Industry. A self motivated individual who demonstrates a gracious, well-developed sense of true hospitality and warmth, balanced by the ability to multi-task and handle compromising or difficult situations seamlessly. Accustomed to working long hours.

**Education/Qualifications**

STOTT Education – Pilates on Fifth, Pilates Center of New York, Inc. Sept 2002  
**Intensive Mat Plus and Intensive Reformer Courses**

Western School of Massage 1999-2000  
**Diploma in Sports and Remedial Massage**

Glasgow Caledonian University, Scotland, UK 1991-1993  
**Higher National Diploma in Beauty Therapy**

- Studied optional subjects – aromatherapy, reflexology, advanced epilation, applied science, computer applications, cosmetic camouflage, photographic, TV and theatrical make-up applications.
- Completed all body, facial, hand and foot treatments, depilation, epilation, with award of merit in anatomy and physiology, and physics in the beauty salon
- Second year advanced diagnostic skills, body treatments by exercise, business management, client psychology, and nutrition, diet and related disorders.

Banff Academy, Scotland, UK 1984-1990  

- 4 Higher Grades in English, French, Mathematics and Geography and 8 Ordinary Grades

**Product Training:** Naturopathica, Ole Henriksen, Karen Herzog, Jurlique, Decleor, Dermalogica, Aromatherapy Associates, Bourgese, Comfort Zone, Clarins, Jessica, Nailtiques, Aveda, Paul Penders, St Tropez, and Thalgo.

**Experience**

THE EMERSON PLACE, MOUNT TREMPER, NEW YORK (previously The Emerson Inn and Spa)

**NYC Based Representative for Luxury Retreat located Upstate New York** Jan 04 - Present

- Previously worked within the spa management team to open this Luxury Inn, Spa, Lodge and Conference Center and was recognized as a talented, creative, driving force with strong public relations, communication and interpersonal skills.
- Asked to return and act as a Liaison based in NYC for Sales, Marketing and PR Support.
- Use my health and beauty knowledge when public speaking to target audiences in NYC and provide spa seminars where therapists offer demonstrations.
- Achieved company's corporate retreat sales goals by creating fresh sales leads and established new high profile clients through networking and implementation of innovative sales and marketing strategies.
- Customize corporate, teambuilding and private retreats to suit each group's special needs.
- Conduct sales presentations and site inspections for potential customers. Compute, quote and negotiate prices, and prepare conference agreements for clients. Create partnership agreements with related businesses.
- Provide professional on-site management during each event to ensure flawless program execution.
- Involved in all marketing initiatives and rebranding from 'The Emerson Inn and Spa' to 'The Emerson Place.'
- Design retreat packages and specials including email broadcasts to our greatly increased sales and media database.

**Spa Manager – previously Assistant Spa Manager** Jul 00-Apr02

- Responsibilities included staff training, interviewing and hiring therapists and instructors, implementing health and safety procedures, and membership services for this 9 treatment roomed spa.
- Involved in the opening of this Luxury Inn and Spa, including various media work and opening events.
- Expert at 40 different spa services, performed exercise classes and personal training.
- Frequently represented the spa at trade shows and national exhibitions.

UNLISTED LONDON, ENGLAND, U.K.

Jan 03-Dec 04

### **Spa Operations Manager**

- Responsible for 40 therapists who delivered health, beauty and fitness therapies to high-end clients' homes and hotel rooms.
- Produced orientation and treatment manual for professionals. Conducted training and planned external product training.
- Interviewed and trade tested new recruits. Created commission structures and budgets for each individual therapist.
- Developed treatments, packages and calculated costs and pricing.
- Liaised with Marketing Director to plan sales events and press appointments. Provided treatment information for press releases. Interviewed and performed treatments for editorials.
- Oversaw all plans for new treatment premises expansion and imposed required health and safety procedures.

---

### **INTERNATIONAL FREE-LANCE WORK**

Apr 02-Jan 03

- Provided pilates, beauty and fitness, therapies to clients involved in music production and entertainment.
- Traveled throughout South East Asia, Europe and USA as clients had transient and hectic lifestyles.
- Press portfolio with articles from publications such as Sunday Times Style and Vogue, available upon request

---

### **LIVINGWELL HEALTH CLUB, HILTON GROUP PLC**

Jul 93 - Jun 00

#### **Health and Beauty Manager Hilton Strathclyde, Scotland, UK**

Sep 99-Jun 00

- Promoted within company to this newly built hotel spa within the largest hotel health club in the U.K.
- Oversaw all marketing, internal and external. Researched a 3 month rolling forecast, looking at seasonal trends and historical figures. Analyzed business trends to find target market, and calculated my yield management, all resulting in 100% increase in business.
- Promoted treatments and products, through sales activities such as presentations, demonstrations and question/answer sessions.
- Created budgets, and came ahead of budget, as well as increasing net profit by being cost conscious about inventory and keeping payroll down.

#### **Health and Beauty Manager Hilton East Kilbride, Scotland, UK**

Nov 97-Sep 99

- Increased the occupancy levels of treatment rooms from 50% to 90%. Subsequently had to increase manning levels appropriately to continue business growth. Extended opening hours to peak usage.
- Increased business by 300%.
- Studied a Diploma in Sports and Remedial Massage funded by Hilton, as many of my regular clients were professional sports men and women.
- Received company training in interview and selection, customer care, complaint handling and first aid.
- Completed department reports, management returns and purchasing procedures.

#### **Beauty Manager Glasgow Hilton International, Scotland, UK**

Jul 93-Nov 97

- Responsible monthly inventory count and ordering retail and professional products.
- Planned sales promotion activities including speeches targeting various audiences in this five star establishment.
- Visited other luxury hotels in the area to provide treatments for celebrity guests.

---

### **TAO CLINIC, SCOTLAND, U.K.**

Feb 94-Oct 94

#### **Health and Beauty Therapist**

---

### **SUSAN BROOKS DAY SPA, SCOTLAND, U.K.**

May 93-Jul 93

#### **Beauty Therapist and Aerobic Instructor**

---

### **ST ANDREWS OLD COURSE HOTEL and ROUNDALWOOD SPA, SCOTLAND, U.K.**

Aug 91-Jun 93

#### **Beauty Therapist and Receptionist (whilst at Studying at University)**

### **Teaching Assignments**

---

### **REID KERR COLLEGE, SCOTLAND, U.K.**

Sep 96-Jun 00

#### **Lecturer**

- Taught classes, both practical and theory, up to Higher National Standard.
- Prepared courses, visual aids and lesson plans.

---

### **JOHN WHEATLEY COLLEGE, SCOTLAND, U.K.**

Sep 96- Jun 00

#### **Lecturer**

- Taught aromatherapy to large classes with students of mixed abilities.