

# CARRIE BENNETT / SPA DIRECTOR

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Career history of developing and leading facilities that treat and soothe the body, mind, and spirit. Respected for setting the gold standard among day spas by building world-class destinations with serene and entrancing atmospheres. Dedicated to promoting stress relief and relaxation to enhance the well-being of each guest. Expert in maximizing revenue and integrating product sales with services.

**Brought Annual Revenue from \$10M to \$23.6M | Boosted Bathing/Steam Sales 68%, Aromatherapy Sales 42%, & Massage Sales 36%  
Won Best Spa Awards by *Hotelier Magazine* & *Regenerative Living* | Kept Guest Satisfaction Scores Above 96% Throughout Career  
Achieved \$2M Gross Profit | Increased Loyalty Card Applications 56% | Reduced Turnover to <5% | Transformed Multiple Spas**

## Spa Management Specialties

### MASSAGE THERAPY

**Massage:** Hot Stone; Ayurvedic; Deep-Tissue; Shiatsu; Swedish; Effleurage; Endermologie; Lomilomi; Polarity Massage; Thai; Traeger • **Global Healing Practices:** Ayurvedic Therapy; Reiki Technique; Acupuncture; Acupressure; Reflexology; Bindi-Shirodhara

### BODY SENSATIONS

**Bathing & Steam Treatments:** Hammam / Turkish Bath; Algotherapy; Kneipp Bath; Caldarium; Balneotherapy; Temazcal Steam Bath; Cold Plunge; Inhalation Therapy; Krauter Bath; Furo / Ofuro; Hydrobaths; Steam Room Treatments • **Mud & Body Wraps:** Herbal Wraps; Fango; Moor Mud; Parafango; Paraffin Treatment; Seaweed Wrap; Thalassotherapy; Dead Sea Mud • **Aromatherapy**

### BEAUTY TREATMENTS

**Skin Care:** Anti-Aging Treatments; European Facials; Cosmeceuticals; Exfoliation; Microdermabrasion; Gommage • **Hair Removal:** Electrolysis; Waxing; Eyebrow Threading • **Salon Services:** Hairstyling; Manicures; Pedicures

## Guest-Focused Leadership

Ecospa Spa, Miami, FL

2014 to Present

*Set in a natural/protected area of Coconut Grove, this spa generates \$23.6 million annually for the Miami Gold Golf Club.*

### Spa Director

Ensure serene, yet efficient spa operations while leading and inspiring a cross-functional team of 26 employees. Direct all departments, including Massage and Body Therapies, Beauty Transformations, and Water Journeys. Enforce stringent safety, maintenance, service, and cleanliness standards. Manage the spa's entire P&L and minimize expenses by negotiating advantageous vendor contracts.

#### Sales Growth from 2014 to 2017

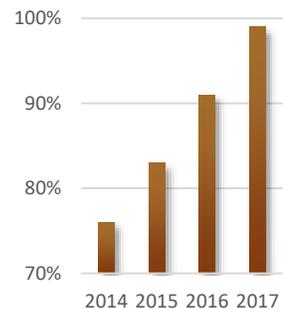


**More than doubled annual revenue, bringing yearly sales from \$10 million to \$23.6 million through engaging guest enticements.**

Maximized product sales and loyalty program participation by launching special promotions/events. Made guest experiences uniquely personal by creating and referring to database of names, tastes, and preferences.

### Delivered Results:

- **Improved massage service sales 36%, realizing a \$2.5 million gain** after expanding the guest loyalty/rewards program to include a free 30-minute massage upon enrollment; initiative also increased Escopa Loyalty Card applications 56%.
- **Grew sales of bathing and steam services 68%** by creating the Ritual Water Elements brand. Promoted restorative, mineral-enriched water therapies to complement and enhance the benefits of other spa services.
- **Boosted guest satisfaction 22%** by training and motivating staff to create memorable and incredible guest experiences. Certified all employees through Oculus Spa and Salon training programs to maintain the highest levels of service excellence.
- **Increased aromatherapy revenue 42%, generating \$120,000+ annually** by introducing Aroma Sense showers and incorporating aromatherapy into massage and beauty treatments.



Annual Customer Service Scores



## Luxury Day Spa, Miami, FL

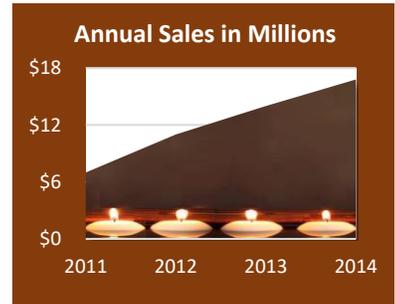
2011 to 2014

Full-service day spa that offers 70+ rejuvenating spa treatments and makes \$16.8 million/year through exceptional guest service.

### Spa Director

Championed bold new vision that made Luxury Day Spa the destination of choice for discerning spa connoisseurs. Significantly improved employee accountability, performance, and engagement. Upgraded facilities, product offerings, customer service, and business systems. Reinvigorated under-performing team by offering new career opportunities, cultivating a fun work environment, and building a culture of trust/loyalty. Boosted sales by revamping product merchandising strategy, implementing high-impact promotions, and refining marketing message. Directed staff of 14.

*Executed strategic initiatives that repositioned the spa, changed guest perceptions, and won tremendous industry acclaim.*



### Delivered Results:

- **Boosted gross profit by \$2 million** while bringing annual sales from \$7 million to \$16.8 million.
- **Won 2013 Spa of the Year Award from *Regenerative Living***. Featured on “Women of Vision” cover of *Spa Today* in May 2013.
- **Reduced turnover from 36% to <5%** and raised employee satisfaction scores 46% while attracting top-tier talent.
- **Successfully established Luxury Day Spa’s social media presence**; launched profiles on Twitter, Facebook, and Instagram.
- **Increased net sales 42% and holiday demand 28%** from 2011 to 2012 through an extended online presence.
- **Brought overall guest satisfaction scores to 97%** while adding special touches and expanding service offerings.

## Tranquil Hotel Spa, Miami, FL

2006 to 2011

Indulgent \$14.6 million hotel spa that provides world-class expertise and bespoke experiences that is undeniably unique for every guest.

### Spa Manager

Recruited, hired, trained, and led cross-functional team of 12 certified professionals to peak performance levels. Directed all spa operations, optimizing guest services, budgets, and sales. Maximized efficiencies, productivity, and operational excellence by inspiring team members to improve all spa offerings.

*Completed \$1 million renovation and modernized/upgraded all spa facilities.*

“Few people have the opportunity to report to a manager who is also a mentor – but I did when I worked for Carrie. She inspired me to always deliver the very best guest service.”  
– Bob Murphy, Massage Therapist

### Delivered Results:

- **Drove annual revenue from \$5.5 million to \$14.6 million** and maintained profitability during recession.
- **Won coveted Best Spa Award by *Hotelier Magazine* in 2010** in recognition of guest service excellence.
- **Kept guest satisfaction scores above 96%** for 4 years by constantly reviewing and capitalizing on guest feedback.

*Past success as an Assistant Spa Manager at Miami Water Spa and as a freelance Licensed Massage Therapist.*

## Education & Credentials

**Bachelor of Business Administration (BBA), Concentration in Marketing** | Miami University

**Massage Therapist License** | Florida Massage Therapy Council

**Message Therapy Certification** | Florida Massage College

**Certifications from Holistic Healing Center:** Ayurveda Acupuncture Marma Certification; Reiki Master Designation; Aromatherapy Certification; Panchakarma Expert Designation



## **Résumé Strategy**

While working with this highly experienced spa director, I quickly learned that in addition to proving her ability to grow sales and boost guest satisfaction scores, I would have to include all of her many service specialties in order to effectively appeal to applicant tracking systems. Apparently, spa companies and resorts often tend to scan for exotic keywords such as "Endermologie" and "Reiki" to ensure proper knowledge of the latest global healing/pampering practices.

Therefore, this resume had to be a balance between smart business management, and a wide variety of many spa/salon management specialties, such as "Fango" and "Gommage."

To strike this balance, I started off with a brief summary that focused on the basic tenants of spa leadership. I followed this up with a bold-faced achievement cluster of her most impressive business accomplishments.

Then I listed her spa management specialties with easy-to-understand subcategories so that an HR generalist who is unfamiliar with obscure spa practices could better understand her competency areas.

I kept her work history business-focused with a special emphasis on creating memorable guest experiences. I wanted the résumé to feel like a relaxing treat in and of itself by incorporating the calming elements normally found in day spas, such as candles, hot stones, and aromatherapy oils. To achieve this effect, I developed Microsoft Word charts and text boxes using purchased stock image photos.