

An energetic **Skincare Educator and Product Development Innovator** revolutionising the way people nourish and protect their skin. With a lifetime of work dedicated to the growth of beauty brands, fostering highly engaged teams characterised by customer obsession and a relentless drive for innovation. As an intuitive educator, powerful stories and lessons are shared that empower beauty enthusiasts and professionals to transform their skincare rituals. Celebrated for radically rethinking skincare through scientific understanding of what skin cells need to thrive.

## SKINCARE INDUSTRY SUCCESS

<b>8 Years</b> Leadership Experience Clean Cosmeceuticals and Aesthetic Laser Therapy	<b>70,000</b> Beauty Lovers Inspired Clean and Sustainable Skincare Education	<b>7%</b> Market Share in 2 Years Spanning Australia, UK, USA, Europe, UAE, and Asia	<b>8 X</b> Award-Winner Innovative Product Development
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## ZONE OF GENIUS

- Product Strategy
- Skincare Formulations
- Category Led Education
- New Product Development
- Beauty Trends
- Learning Design
- Portfolio Management
- Leadership and Coaching
- Virtual Learning Experiences
- Market Research
- Face-to-Face Training
- Brand Management

## CAREER HIGHLIGHTS

### Product Development Manager

Jun 2017 – Jul 2023

Company Name • Location

**Scope:** Clean and Sustainable Cosmeceuticals | 4 Direct Reports | 17 Employees | 120+ Brand Partners

Co-founded a clean cosmeceutical brand, pioneering the world's first 100% active, plant phytonutrient skincare products. Cultivated a culture of curiosity and innovation that elevated cellular health while prioritising sustainability.

- **Developed 10 first-of-its-kind skincare products**, earning eight industry awards for a revolutionary plant-to-bottle extraction process.
- **Built a vibrant community of 70,000 skincare lovers** through captivating content and transformative masterclasses.
- **Captured 7% market share** by expanding into 10 countries within 2 years, bolstered by a strategic distribution and marketing plan.
- **Voted the most inspiring dermal educator** by more than 1,000 students for unravelling the mysteries of clean and sustainable beauty.
- **Achieved worldwide brand recognition** with over 200 features in renowned print publications such as Vogue and Marie Claire.



### Clinic Manager and Educator

Jan 2013 – May 2017

Company Name • Location

**Scope:** Injectables, Laser & Rejuvenation Franchise | \$5M Revenue | 7 Direct Reports

From holidaymaker to laser technician, a serendipitous international trip unveiled an unexpected career pathway. Rapidly promoted to Clinic Manager overseeing flagship operations and mentorship of emerging dermal therapists.

- **Transformed the performance of six franchisees** by coaching 30 employees in a solutions-focused sales approach.
- **Revitalised the customer experience** and introduced customer-led team incentives, resulting in a 23% year-on-year sales growth.
- **Named 'Queen of Brazilian and Underarm Treatments'** for delivering precision treatments in just 3 minutes.
- **Shattered industry norms** as the youngest technician performing nurse-exclusive fractional laser resurfacing treatments.
- **Served as the public face of the brand**, gaining widespread visibility across billboards, buses and diverse marketing platforms.

## EDUCATION

Certificate IV Training and Assessment • Institute Name	2017
Diploma of Beauty Therapy • Institute Name	2011

## THOUGHT LEADERSHIP

Keynote Speaker • NZ Hair and Beauty Expo	2023
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## Resume Summary

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In assisting my client's transition from entrepreneurship to mainstream employment, she expressed a clear aspiration to join one of Australia's rising beauty brands. She's fuelled by a dual drive: educating about clean, sustainable beauty and a zest for pioneering beauty products.

**Banner:** "Skinovation – Transforming Skincare Through Education" reflects her unique blend of innovation and educational commitment in skincare.

**Colour Palette:** Raspberry, pink, and black tones align with the brand colours of her top-choice employer.

**Zone of Genius:** Incorporates keywords prevalent in job listings for educator and product development roles within her target company.

**Significant Accomplishments:** To ensure her experience shines without bias, her previous role as "Managing Director" was refashioned to "Product Development Manager."

**Graphic:** A five-element visual highlights her journey and key pillars in establishing a thriving clean cosmeceuticals brand.

**Language:** English (Australia)

**Document Size:** A4