

MARIE PLANTER

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SENIOR OPERATIONS EXECUTIVE

with Passion to Translate 10+ Years of Health & Wellness Experience to the Senior Living Sector

Mission-driven executive who produces sustainable organizational change while managing the multi-faceted day-to-day operations of complex businesses with oversight of up to 500 employees.

Forward-thinking change agent currently enrolled in George Washington University's MHA program and Cornell's Senior Living Management certification to bring the hospitality mindset to retirement communities.

Strategic manager with common-sense approach to maintaining operational standards through systems, processes, and protocols that save time, reduce costs, and improve efficiencies.

Respected team leader who has repeatedly turned around under-performing teams. Engaged mentor, recruiter, and trainer with innate desire to set staff up for success from day one.



Turned Around Operations from -30% to Profitability in <2 Years



Rolled Out Systemized Processes & Protocols across 17 US Locations



Managed \$2.25M P&L with Budget Responsibility of \$15M+



Created Onboarding & Training Programs for 2 International Brands

APPLICABLE EDUCATION

Master of Health Administration – George Washington University – expected completion 2022

Senior Living Management Certification – Cornell University – expected completion 2020

EXECUTIVE LEADERSHIP

Global Travel Spas | San Diego, CA | 2019 – 2020

Wellness company that offers well-being and beauty services to on-the-go passengers with 40+ locations around the globe.

REGIONAL OPERATIONS MANAGER – NORTH AMERICA

Budget: \$15M – Direct Reports: 200+ – Reported to the International COO

Recruited to oversee and quickly turn around 17 airport-based spas in US and Canada in preparation for rapid growth and expansion. Tasked with restructuring business and integrating corporate's successful international processes into NA market.

Implemented Significant Operational Improvements within 3 Months of Hire

- » **Decreased payroll \$350K** after realigning all roles with same pay structure and reducing managerial staff. Standardized job descriptions, role expectations, and bonus payouts across organization. Introduced transparency into processes.
- » **Performed all grand opening activities for Philadelphia and Dallas locations**, including hiring, onboarding, and training 55 staff; fitting out locations; and managing \$500K pre-opening budget.
- » **Systemized processes and protocols** to create cohesive and effective operational environment across organization.
- » **Centralized recruiting program and improved staffing levels of tech positions 50%**. Advocated for the hire of full-time recruiter to release on-site managers of hiring duties.
- » **Developed and executed company's first-ever onboarding program** to thoroughly train new technicians on company mission and values. Pioneered company's HR function where none existed prior. Established standard forms and protocols.

Improved Staff Retention & Morale across NA Organization

- » **Increased sales 5% and average customer spend 7% within 3 months** by engaging employees, generating a team environment across spas, sharing business goals with staff, and creating action plans for managers.
- » **Improved staff retention and morale** after transforming leadership culture from authoritarian to collaborative. Motivated employees through mentorship, training, and a structured work environment.
- » **Elevated the spa experiences for technicians and clients** in an on-demand wellness environment. Educated employees on working with discerning customers, up-selling, and providing exceptional services.
- » **Created framework and set expectations for new hires** and instilled accountability from day 1.

EXECUTIVE LEADERSHIP (continued)

Express Day Spa Group | Philadelphia, PA | 2017 – 2019

The world's largest airport spa company, offering services to 1M+ guests each year across 50 locations in 25 locations globally.

REGIONAL MANAGER

Revenue: \$12M – Direct Reports: 200-500 – Reported to the Director of Spas

Headhunted to manage turnaround of 7 spas in 5 locations. Role's scope quickly expanded to include management of the company's worst-performing locations, encompassing 9 locations and 22 spas (7K+ guests per week).

Instilled Practices of Operational Excellence & Efficiency

- » **Revolutionized supply ordering from 3 hours to 30 minutes while reducing waste** with creation of automated system.
- » **Turned around 2 under-performing locations from -30%+ to profitability** by listening to location employees, determining opportunities for growth, assessing management, shifting attitudes towards positivity, and alleviating challenges.
- » **Assisted in rollout of new computer POS system to all employees.** Informed and communicated new price framework across organization, in partnership with CEO and COO.
- » **Increased overall sales per location 40% with 70% retail revenue improvement** through employee up-selling strategies, standardized training, goal setting, and system implementation.
- » **Generated \$3M (130%+ above projections) in first year of operations with 4 new location openings.** Recruited and onboarded 40+ employees.
- » **Created extensive standardized onboarding system for new hires.** Rejuvenated stale hiring techniques from strictly online to in-person meet and greets to find qualified candidates.

French Therapy at The Best Hotel New York | New York City, NY | 2011 – 2016

The Paris-based brand's only US location, representing the ultimate in European spa luxury treatments using the benefits of their signature products that harness the rejuvenating power of grapes.

DIRECTOR OF SPA

Budget: \$2M – Direct Reports: 40+ – Reported to the Founder & CEO

Hired to turn around sales, boost employee morale, and improve guest experiences for The Best Hotel's in-house spa. Managed \$150K in inventory along with annual budgets, financial reports, and P&L statements.

Supervised Operations of 8K-Square-Foot High-End Day Spa

- » **Created culture of exceptional service and introduced executive membership program for high-end services.** Attracted corporate clients like Pinterest, JPMorgan Chase, Facebook, Conde Nast, Twitter, and Credit Suisse.
- » **Reversed low employee morale within 6 months of hire** through fair leadership, an approachable demeanor, and the tenacity to fix what's broken to help employees be productive.
- » **Increased annual sales 40% (\$600K over 4 years) and boosted unique clients 187%** by engaging the local client demographic from nearly non-existent to represent 90% of revenue.
- » **Improved retail product sales 75%** by rejuvenating services, establishing loyalty programs, and training staff in up-selling.

Early Career

General Manager » Exceptional Spa

Regional Manager » Bliss & REMEDE Spa

ADDITIONAL EDUCATION

Bachelor of Arts in Theater – University of San Diego

Strategic Human Resources Leadership Certification – Cornell University

“My decision to bring my health, wellness, and hospitality management experience to a career in eldercare has been years in the making. I have a deep passion for fostering dynamic senior living residences where access to healthcare, nutrition, physical therapy, and behavioral health services are expressed holistically.”

RESUME STRATEGY

Marie knew that her desired career transition from the spa industry to the senior living sector made perfect sense in theory, but she wasn't sure how to communicate that on paper! She had already started schooling to get her MHA and applicable certifications to set her up for success, so I wanted to showcase that while also targeting her as an operations executive who could fit the varying needs of retirement communities.

The graphic on the right pulls out the key things she found in her research that would speak to the decisionmakers – operational turnaround, process improvement, budget management, and staff engagement. I not only mentioned her education in the top section but also pulled her applicable education to the top, so it wouldn't get lost at the bottom of the second page.

The remainder of the resume strives to communicate her ability to work in ever-changing environments that put service and customer satisfaction first while engaging employees to improve retention and efficiency.