

**Debbie Jane**

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**DOB:** December 12, 1976

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**A result focused Skin Care & Spa professional holding 15+ years of proven experience in the domain. I have served in progressive capacities including Beauty and Spa Executive, Beauty and Spa Manager, Beauty and Spa Director, Beauty and Spa Trainer and even leading an Entrepreneurial venture. Armed with extensive domain knowledge and being a capable administrator, I am keen to assume a leadership role in a reputed organization, that offers challenge and career advancement.**

## PROFILE & VALUE

### Operational Head

- Overseeing the Operations at DG Aesthetics and Wellness Lounge, guest handling Training staff with the latest facial and body treatments.
- Self -Motivated, innovative and goal oriented professional committed to the Beauty and Wellness Industry
- Dedicated and focused and experience in working with Beauty equipment

### Trainer

- Highly skilled skin-care professional with substantial experience teaching aspiring Aestheticians and spa therapists
- Taught Body Anatomy, Physiology and Histology of Skin and Body to enable young talent to know about working on skin
- Experience of conducting practical classes on Advanced Facial Massage, Facial Exfoliations, Swedish and Balinese Massage Treatments, Hot Stone, Reflexology, Indian Head Massage, and Traditional Thai Massage, Lomi -Lomi Massage, Shiatsu, Watsu, Rungu Massage Esalen Massage, Creole Bamboo Massage, Prenatal and Postpartum Massage, Gua Sha Massage, Myofascial Massage, Cross Fibre Massage, Maya Abdominal Massage, Infant Massage and Geriatric Massage.
- Taught the importance of cleanliness and hygiene in general and before, during and after each treatment. Imparting skills with the highest emphasis on sanitation protocols, guest treatment, and care and encouraging product recommendation.
- Capable of instilling a feeling of confidence in the students to enable them to perform any of the spa therapies with keeping in mind the safety and comfortability of the guest

### Operations Manager

- Took a leadership role in engaging with guests, associates and business partners to meet and exceed their needs
- Managed cost and revenue in all areas of the salon and spa without impact on the brand, or quality standards
- Continuously identified and developed areas for improvement and motivate the team to actively take part in the process to enhance the brand experience
- A sound understanding of the Spa and beauty market to retain and increase the Spa's competitive advantage through continuous proactive strategic and operational planning
- Proactively participated in selecting talent for the department in line with company procedures and culture
- Analyzed complex scenarios and used creative problem-solving to turn challenges into profitable opportunities

### Beautician / Senior Therapist

- Highly capable with all aspects of Beauty Treatments including intimate waxing, manicures, pedicures, and facials to a high standard
- Identified and responded in a timely and sensitive manner to the needs of the customer receiving beauty services
- Promoted a friendly and positive atmosphere in the delivery of beauty parlor services
- Conducted skin analysis and advised clients on the skin and body care
- Performed facial or body massage and treatments, including spa therapy, reflexology, and aromatherapy

## EDUCATION & CREDENTIAL

**Masters**                      **Alagappa University, 2008**

- Masters in English Literature

**Bachelors**                      **Holy Cross College, 1999**

- Bachelors in English Literature

**Certifications**

- **Beauty, Therapy and Cosmetology**, Kayalvizhi Institute of Beauty, Therapy & Cosmetology & Management, Coimbatore, 2012
- **Diploma in Cosmetology & Spa Management (CIDESCO Certificate International)**, Cleopatra and Steiner Beauty, Dubai, 2008
- **Secretarial Practice**, Pudupet School of Commerce, Chennai, 2000

**Sessions**

- **Grooming Session** for the Staff at Crown Plaza Chennai, June 2018
- **Health and hygiene session** at VLCC, Chennai May 2018
- **Spa and wellness** at Tony n Guy, Chennai August 2017
- **Importance of Beauty and Wellness**, Stella Maris College, Chennai July 2017

## CAREER PROGRESSION

**March 2020 – Present**                      **DG Aesthetics and Wellness Lounge, Chennai**                      **Proprietrix**

*Goal-oriented Ownership dedicated to high levels of customer satisfaction and meeting aggressive business goals. Organized and reliable with specialized knowledge in management in the Wellness industry.*

- Developed, implemented, and managed the business as well as all of the programs and events within it (including Workshops)
- Determined staffing requirements, and interviewed, hired, and trained new employees while overseeing all other personnel processes.
- Established, maintained and fostered relationships with all clientele.
- Developed financial goals and kept us on track towards achieving them (including bookkeeping and forecasting)
- Handled all marketing campaigns, including newspaper and magazine marketing, direct mail, events, email marketing, and social media
- Acquired and maintained relationships with vendors and local businesses

**July 2017 - March 2020**                      **Purple Patch Spa and Salon Institute, Chennai**                      **Beauty and Spa Manager / Trainer**

*I have been involved in training students in an aesthetic program covering areas of laser treatment, microdermabrasion techniques, etc. Accountable for training & guiding students on performing complete Make-Up Application, Nail Art, Color Analysis and other Personal Styling Services. promoted as Manager and Awarded as the best Staff of the Year 2017*

- Provide technical training to the students on how to use LED, Ultra Sonic, High Frequency galvanic, and mesotherapy
- Develop and train a team of service providers to meet all aspects of professionalism and service demands
- Assists management with the setup and execution of special events and promotions including school and college campaigns disseminating information on the courses, churning better enrollment.
- Perform administrative functions, mentoring the students, assisting their resume preparation and seeking local employment
- Support students to attend Steiner interview, and navigate them throughout the process until they were on-board

**Nov 2015 – June 2017**                      **Le Kazme Dane Salon & Spa, Trichy**                      **Spa Director**

*Led the operations of the Spa Salon being responsible for several functions including administration, finance, recruitment, and delivering of excellent customer service. Holds reputation of hiring and training over 20 skilled Spa Specialists enabling them to deliver services to the client independently. Was second in line to the COO, managing the operational excellence of the center.*

- Planned and directed spa services, which includes proper maintenance of spa equipment, spa budgets, and financial goals
- Managed and maintained the client database; delivered exceptional customer service, resulting in improved referral sales

- Responsible for coaching, train, and motivating Spa Team to provide a legendary customer experience
- Led accounting duties such as recording cash flows, preparing bank deposits, and generating financial statements
- Performed administrative tasks including, sales reports, staff performance tracking, coordinating promotions as well as facility maintenance
- Implemented marketing strategies to enhance sales of salon products and resolved customer queries and complaints
- Monitored all salon operations to ensure compliance with health, safety and hygiene standards
- Handled inventory of products and ordered new supplies for the salon

**June 2015 - Oct 2015                      Radisson Hotel, Chennai                      Spa Executive /Trainer**

*Led the Spa functions in the Hotel covering areas of service proposals, team handling and training, administration, finance and providing exemplary customer service.*

- Developed the spa's marketing strategy to ensure consistent visibility through productive deals with media
- Offered the highest level of personalized service while maintaining a positive and professional attitude with all guests
- Projected budgets, supported payroll & used financial plans to measures trends, productivity and monitor progress
- Handled on-going services and conducted product margin analysis to ensure profitability
- Achieved maximum customer satisfaction through reviewing customer survey, focus groups, and comment cards
- Practiced a business consultative sales approach to create sales and long term strategies with spa customers
- Conducted regular staff meetings to keep the staff abreast with all spa operations and to uphold service standards
- Responsible for maintaining and updating Spa's procedure manual, SOP and ensure compliance with the safety standards
- Training Executive for the Beauty and Spa including facial and body treatments, Traditional Thai, Hot stone foot reflexology and Ayurvedic treatment

**Dec 2014 - May 2015                      Toni & Guy, Chennai                      Spa and Beauty Manager / Trainer**

*Responsible for directing the spa's management team and overall spa targets to deliver an excellent guest experience*

- Developed marketing initiatives to augment public awareness of the spa and to generate sales and increase memberships
- Involved in the recruitment process such as interview, hire, and retain employees across all specialties
- Oversaw facility maintenance and ensured full compliance with all health and safety regulations
- Partnered and maintained good relationships with local training schools and professional industry organizations
- Ensured service excellence through effective client management, customer feedback, service quality mystery audit
- Trained staff in Beauty and Spa treatments and the latest equipment and products. Worked with Sea Soul & June Jacobs Spa Collection.

**Sep 2012 - Dec 2014                      Eve's Salon and Spa, Coimbatore                      Entrepreneur**

*Provided functional leadership to the team, leading the all-around operations of the Spa & Salon including administration, HR, finance, customer excellence and delivering the revenue targets.*

- Directed all organizational operations, policies, and objectives to maximize productivity and returns
- Developed marketing collaterals aimed at raising awareness of the salon & spa services amongst a conservative market segment in South India; achieved the revenue targets consistently through excellence in customer service
- Improved service quality and increase sales, by developing a strong knowledge of company's products and services
- Established operational budgets for the salon, analyzed variances from the designated budgets and provided corrective measures to augment topline and bottom-line profitability
- Delivered excellent customer service, product & treatment knowledge and the ability to undertake treatments when required

**2009- 2011                      Cleopatra and Steiner Beauty Centre, Dubai                      Spa Manager / Trainer**

*Was promoted from Senior Beauty & Spa Therapist to Salon Manager within 6 months of service. Holds reputation of slashing wastage by 80%, through concerted staff orientation and implementation of new inventory software. Leveraged social media to aggressively promote the services amongst potential audiences. Bagged the Best Staff Award during Jul 2011.*

- Acquired sound knowledge of product houses such as SKEYNDOR, PEVONIA, and HYDRAFACIAL, ELEMIS, BLISS, JOU, LA THERAPIE.
- Special training for staff with professional treatments and communicative English for upgrading, upselling and product recommendation. Always had a keen eye on staff's personal etiquette, grooming and professional approach to clientele

## OTHER EXPERIENCES

Sept 2001- June 2007	Indian School, Salalah, Oman	Personal Secretary
June 2000- May 2001	St. Patrick's A.I. Higher Secondary School, Chennai	Personal Secretary

## ADDITIONAL INFORMATION

**Languages** : English, Tamil and French  
**References** : Available on Request