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Professional Summary

I am a professional with 18 years in spa and salon management, motivation, goal setting, sales training, and wholesale and distribution operations. I have a passion for helping small businesses and self employed individuals and advocate for equitable work environments. On top of my North American business and consulting I am also the co-founder of a women's group based in Davao, PH which works to educate and empower work from home women to find rewarding and beneficial employment remotely.

Experience

Spa Manager

North Shore Day Spas LTD, North Vancouver, 2004-2012

As Spa manager, I was responsible for day to day operations specific to scheduling, budget and cash flow, staff training and development, conflict resolution and high level client care.

Owner/Director

North Shore Day Spas LTD, North Vancouver, BC, 2012-2019

As the operational owner I had the sole responsibility for the sustainability, development and growth of the company. While owner I was able to increase revenue by an average of 7% year over year for 8 years until I sold in January 2019.

Owner/Director

Ziel Distribution, Vancouver, BC, 2013 - Current

As the operational owner I manage the day to day needs of the company including client care, import/export, marketing in both digital and non-digital formats, budgeting, cash flow and payroll. As lead developer for our 3 boutique brands I manage branding, product development, production and manufacturing, packaging, international compliance, and marketing through digital, non-digital and influencer-based strategies.

Projects

Lynn Valley Apartment Fire HUB

In response to the June 11 2018 apartment fire in North Vancouver I coordinated the emergency loan of a 3000sqf space in Lynn Valley mall. By 11am that same day I had a team of volunteers receiving and sorting donations, dedicated half of the space to act as a hub for the emergency response and social teams that were on-site, started negotiations with a developer in Lower Lynn to allow for 3 to 6 month accommodation in their vacant townhomes for residents without adequate insurance, and assisted in connecting residents and neighbors in need of trauma counselling with the different victims services available. At the end of 3 weeks the HUB had operated as a fully stocked donation "shop", a headquarters for government, social services and involved charities, and spawned the first inter-service summits for the North Shore response teams.

Equitable Work PH

As co-founder of Equitable Work PH I mentor and teach on the foundations required to qualify for, obtain and maintain rewarding and equitable remote work. Our group services women, with a majority being stay at home moms. Finding equitable remote work allows these women to earn an incredibly competitive salary while also giving them the benefit of flexible hours, reduced commute costs, reduced food and water costs, and the ability to avoid the expensive and potentially unsafe child care options available to them.

Skills

Management • Marketing • **Public Speaking** • Mentoring/Training • **Goal Setting** • Business Planning