

Ciani Pizer

Spa Director

Profile

A dedicated and results-driven Spa Director with 5 years of experience in overseeing successful spa operations, ensuring exceptional guest experiences, and driving revenue growth. Adept at staff management, budget control, and implementing innovative marketing strategies. Proven ability to enhance guest satisfaction and retention while maintaining high standards of service and safety. An effective leader and team player with strong communication and problem-solving skills, committed to continuous improvement within the spa industry.

Employment History

Spa Director at Emerge Spa and Salon, MA

Mar 2023 - Present

- Successfully increased annual revenue by 25% in the first year, from \$1 million to \$1.25 million, by implementing new marketing strategies and expanding service offerings at Emerge Spa and Salon, MA.
- Achieved a 30% increase in membership subscriptions within 12 months, resulting in a 15% growth in overall customer base, through targeted promotions and enhanced customer experience initiatives.
- Reduced staff turnover rate by 20% within the first two years by establishing a comprehensive employee training program, fostering a positive work environment, and offering competitive compensation packages.

Assistant Spa Director at Bella Sante Day Spa, MA

Jul 2018 - Feb 2023

- Successfully increased annual membership sales by 25% within the first year, resulting in a revenue growth of \$200,000 for Bella Sante Day Spa.
- Implemented a new employee training program that led to a 20% increase in overall staff productivity and improved customer satisfaction ratings by 15%.
- Developed and executed a targeted marketing campaign that attracted 300 new clients within six months, contributing to a 10% increase in total client base.
- Streamlined the spa's scheduling system, reducing booking errors by 30% and increasing appointment capacity by 15%, leading to higher customer retention rates.

Certificates

Certified Spa Supervisor (CSS)

Jul 2021

International Spa Association (ISPA) Certified Spa Director

✉ ciani.pizer@gmail.com

☎ (747) 933-4064

📍 123 Main St, Boston, MA 02115

Education

Bachelor of Science in Hospitality Management at Boston University, MA

Aug 2014 - May 2018

Relevant Coursework: Hospitality Operations, Food and Beverage Management, Event Planning, Human Resources, Marketing, Financial Accounting, Customer Service, and Tourism Management.

Links

[linkedin.com/in/cianipizer](https://www.linkedin.com/in/cianipizer)

Skills

Budgeting

Staff Management

Marketing

Customer Service

Inventory Control

Facility Maintenance

Scheduling

Languages

English

Russian

Hobbies