

# Ashilee Dreifuerst

Spa Manager

## Profile

Results-driven Spa Manager with 2 years of experience in overseeing daily operations, maximizing revenue, and enhancing guest experiences. Proficient in staff management, treatment and service standards, and marketing strategies. Demonstrates strong leadership, communication, and problem-solving skills to ensure a consistently high level of customer satisfaction.

## Employment History

### Spa Manager at Serenity Spa & Wellness Center, CT

May 2023 - Present

- Successfully increased overall revenue by 35% within the first year of management, through implementing targeted marketing strategies and enhancing customer retention programs at Serenity Spa & Wellness Center, CT.
- Streamlined spa operations and reduced operating expenses by 20%, by introducing efficient scheduling systems, optimizing staff allocation, and improving inventory management at Serenity Spa & Wellness Center, CT.
- Boosted client satisfaction rates by 25%, through the development and execution of a comprehensive staff training program, focused on enhancing service quality and customer engagement at Serenity Spa & Wellness Center, CT.
- Expanded spa services and offerings by 15%, by identifying and incorporating innovative treatments and wellness programs, resulting in attracting new clientele and increasing repeat visits at Serenity Spa & Wellness Center, CT.

### Assistant Spa Manager at The Spa at Litchfield Hills, CT

Jul 2021 - Apr 2023

- Successfully increased membership sales by 20% within the first six months of employment by implementing targeted marketing strategies and enhancing customer engagement at The Spa at Litchfield Hills, CT.
- Streamlined appointment scheduling and staff allocation, resulting in a 15% reduction in customer wait times and a 10% increase in overall customer satisfaction ratings during my two-year tenure as Assistant Spa Manager.
- Spearheaded a training program for spa employees that led to a 25% improvement in upselling of products and services, contributing to a 12% increase in annual revenue for The Spa at Litchfield Hills, CT.

## Education

### Associate Degree in Spa Management at Gateway Community College, New Haven, CT

Aug 2017 - May 2021

Relevant Coursework: Spa Operations and Management, Customer Service and Sales, Marketing and Promotions, Human Resources

## Details

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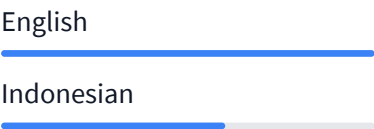
## Links

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

## Skills



## Languages



## Hobbies

Aromatherapy  
Yoga and meditation  
Pottery and ceramics