

ZAYDEN STRICKLAND

ASSISTANT SPA DIRECTOR, LUXURY SPA OPERATIONS

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STRENGTHS

- ♥️ **Guest Recovery**
Resolved difficult concerns with calm communication and clear follow through. Guests received practical solutions, and managers gained confidence in service recovery decisions.
- 👥 **Team Coordination**
During busy appointment periods, aligned providers and reception coverage with demand. Staff had clearer handoffs, and daily flow felt steadier.
- ♥️ **Revenue Awareness**
Reviewed P&L results and booking trends with finance partners. Those conversations shaped labor, product, promotion, and service menu choices.
- ✅ **Service Standards**
Used observation and protocol practice to keep treatment delivery consistent. Providers gained useful feedback, and supervisors had clearer quality checks.
- 🔧 **Facility Readiness**
Checked rooms, supplies, and equipment before peak periods. Early escalation helped protect appointments and gave engineering time to respond.

SKILLS

Spa Operations Spa Soft
P&L Review Staff Leadership
Treatment Protocols
Inventory Control Guest Service
Sales Marketing Safety
Facility Coordination

SUMMARY

Spa operations manager with six years of progressive leadership in resort and upscale hotel environments, overseeing therapists, estheticians, **nail technicians**, and reception teams. Direct experience includes Spa Soft, **treatment standards**, staff training, guest safety, security, inventory control, product ordering, **facility readiness**, **equipment escalation**, and guest recovery. Reviews P&L results and operating trends to guide staffing, product use, promotions, service menus, and revenue decisions. Partners with marketing, engineering, front office, finance, and resort departments on special events and new service launches. Clear written and verbal communication supports trust with staff, management, and guests. Practical leadership keeps service quality consistent while improving daily execution, protecting guest experience, and supporting profitable spa operations.

EXPERIENCE

Spa Operations Manager

Lakefront Haven Resort 📅 July 2023 - Present 📍 Milwaukee, WI

Leads daily resort spa operations across treatment providers and **reception staff**. Owns staffing alignment, Spa Soft reporting, P&L review, treatment quality, inventory, facility readiness, engineering coordination, promotional planning, and event support. Guides multidisciplinary teams through service launches and operating decisions that protect guest experience and revenue.

- Aligned therapist and reception coverage with reservations, demand patterns, and treatment standards.
- Used **Spa Soft** reports to identify availability gaps and recurring guest service issues.
- Converted **P&L** variances into labor, product, pricing, and daily operating decisions.
- Led protocol training and service evaluations across massage, esthetics, nail, and **reception teams**.
- Created seasonal promotions with marketing and supported resort events and new **service launches**.
- Controlled **inventory** and escalated equipment issues before appointments faced service disruption.

Assistant Spa Manager

Harborstone Hotel & Spa 📅 June 2020 - June 2023 📍 Green Bay, WI

Supported management of an upscale hotel spa serving multiple treatment disciplines. Coordinated schedules, front desk coverage, sanitation, safety, **guest recovery**, inventory, sales reporting, equipment service, and communication with engineering. Helped sustain reliable room readiness and consistent treatment delivery across daily shifts.

- Coordinated provider schedules and front desk coverage across multiple treatment disciplines.
- Maintained opening, closing, sanitation, safety, and guest care **procedures** across shifts.
- Tracked treatment products, prepared replenishment orders, and reconciled issued supplies.
- Resolved guest concerns through service recovery, **treatment standards**, and **management** communication.
- Prepared **sales** and promotion summaries supporting package and service menu decisions.
- Documented **engineering** requests and verified equipment completion before rooms returned to service.

Spa Supervisor

Northwood Wellness Lodge 📅 June 2018 - May 2020 📍 Eau Claire, WI

Guest Recovery Service Standards

Staff Training Special Events

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Spa Operations Manager at Lakefront Haven Resort (3.2 Years)

● Assistant Spa Manager at Harborstone Hotel & Spa (3 Years)

● Spa Supervisor at Northwood Wellness Lodge (1.9 Years)

Supervised shift execution for reception and treatment providers within a hospitality wellness setting. Checked room readiness, supplies, schedules, provider preparation, booking activity, guest issues, and event coordination. Supported onboarding and protocol practice while helping management identify **service improvements** and front desk opportunities.

- Supervised reception and provider execution during busy wellness service periods.
- Checked treatment rooms, supplies, schedules, and provider readiness before peak appointments.
- Supported onboarding through service menu practice and supervisor observation.
- Reviewed booking and sales activity with management to guide front desk recommendations.
- Documented recurring guest issues and escalated patterns requiring procedural changes.
- Coordinated wellness events with hotel departments while preserving regular appointment flow.

PROJECTS

Seasonal Spa Promotion Program 📅 2023

Created seasonal promotion plans with marketing, connecting service availability, resort events, and guest demand with practical spa sales opportunities.

Treatment Standards Training Program 📅 2022

Supported protocol training and service evaluations across massage, esthetics, nail, and reception teams to promote consistent guest care.

LEADERSHIP & AWARDS

- Selected by spa leadership to support new service launches and resort events through dependable cross department coordination.
- Recognized by management for turning guest feedback and operating trends into practical service improvements.

EDUCATION

Bachelor of Science in Hospitality Management

University of Wisconsin Stout 🎓 GPA: 3.5 📅 2018 📍 Menomonie, WI

Coursework: *Spa Operations, Hospitality Finance, Sales and Marketing, Service Quality Management*

CERTIFICATIONS

- Spa Management Certificate 📅 2021
- Professional Spa Treatment Certification 📅 2021

TECHNICAL SKILLS

- **Spa Management Systems:** Spa Soft, booking reports, service menus
- **Financial Operations:** P&L review, revenue analysis, variance review
- **Inventory Management:** Product ordering, stock tracking, supply reconciliation
- **Treatment Services:** Massage, esthetics, nail services
- **Safety Standards:** Guest safety, sanitation procedures, security
- **Staff Development:** Protocol training, onboarding, service evaluations
- **Guest Experience:** Guest recovery, service standards, satisfaction feedback
- **Sales and Marketing:** Seasonal promotions, package planning, service launches
- **Facility Operations:** Room readiness, equipment escalation, engineering requests
- **Hospitality Operations:** Resort events, hotel coordination, front office partnership

PROFESSIONAL AFFILIATIONS

- Hospitality management professional connected with resort spa leaders, treatment providers, and guest experience peers.
- Spa operations contributor who builds productive partnerships with marketing, engineering, finance, and front office teams.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST