

Zayden Strickland

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📍 Milwaukee, WI 53202

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

July 2023 - Present

Lakefront Haven Resort

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

June 2020 - June 2023

Harborstone Hotel & Spa

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

June 2018 - May 2020

Northwood Wellness Lodge

Eau Claire, WI

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

2018

University of Wisconsin Stout GPA: 3.5

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

SKILLS

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|--------------------|-----------------------|-------------------------|---------------------|
| • Spa Operations | • Treatment Protocols | • Marketing | • Service Standards |
| • Spa Soft | • Inventory Control | • Safety | • Staff Training |
| • P&L Review | • Guest Service | • Facility Coordination | • Special Events |
| • Staff Leadership | • Sales | • Guest Recovery | |

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.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST