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(555) 555-5555  
name@email.com

## Education – 2014 Graduate

### Bachelor of Science – Organizational Learning & Leadership

University of Louisville, Louisville, KY  
*Sigma Alpha Lambda Honors*

## Work Experience

European Wax Center 2012–Present  
ABC Massage & Spa 2008–Present  
Executive Assistant / Spa Manager / Junior  
Clinic Administrator / Sales Associate

## Training & Development

Greater City, Inc. “Small Business: How to Web Market” Seminar (2013)

### The SCORE Foundation

“Making Your Website Work for You” Seminar (2012)

### Integrity HR, Inc.

“Employment Law Updates – Get Your Organization Up to Speed” Seminar (2012)

XYZ Wax Center Franchise Conference, Ft. Lauderdale, FL (2012)

ABC Massage & Spa American Franchise Conference, Phoenix, AZ (2012)

XYZ Wax Center – Training with Regional Developer (Top 10 Center in the U.S.), Manhattan Beach, CA (2012)

Excel Training – “Basics & Beyond the Basics,” Fred Pryor Seminar (2012)

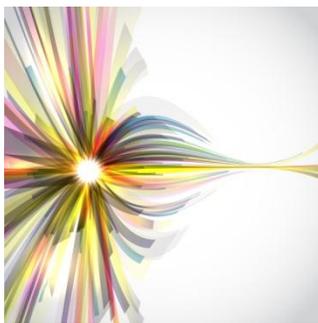
### Dale Carnegie Training

Conflict Management, Negotiations, Bargains / Agreement, Delegations, Organize / Prioritize & Find Balance, and Coaching for Performance Improvement / Motivation (2011)

ABC Massage Regional Spa Operations Training, Cincinnati, OH (2010)

ABC Massage Corporate Sales & Management Training, Florence, KY (2009)

200+ hours of Murad national and in-house trainings with educators and account executives on facial protocols, product lines, and retail sales



# Erin Laurent

## Unique Promise of Value

Integrity, persistence, and a competitive spirit underscore a proven ability to deliver mission-critical results. Proof of passion for excelling personally and professionally includes a **work ethic that transcends 9-to-5 boundaries.**

## Provide Revenue-Generating Leadership through Innate Business Sense & Keen Branding and Marketing Initiatives

**Snapshot:** As a newly employed individual, quickly grasped the concept of the ABC Massage & Spa brand and demonstrated a solid understanding of how to apply that knowledge above job descriptions resulting in rapid promotions and increased duties. **Real-world experience at the spa led to acceptance into the Workforce Development program and one year of college credit toward degree.**

## Principal contributor to initiatives that led ABC Massage to #1 Spa in a three-state region with the highest retail / facial numbers including ...

- **Contributed to all aspects of \$100K expansion of ABC Massage & Spa** to a second location, including a budget of \$8K for interior design (*Executive Assistant*).
- Wrote documentation to support franchise nomination for outstanding small business award. **Earned “2012 Outstanding Franchise Small Business” for \$2M in sales.**
- **Ignited monthly revenue from \$2.5K to \$6K as Spa Manager.**
- Managed retail inventory and spa supplies totaling up to \$10K monthly; collaborated with Murad Skincare Account Executive / Educator to set short- and long-term goals (*Spa Manager*).
- Earned “Alliance Award” from spa owners for outstanding loyalty and dedication.
- Managed the “Retail Eyes Brand Intelligence” system through customer surveys; contacted customers to resolve any issues to maintain a 75% Net Promoter Score (NPS), **often reaching NPS levels up to 90%.**
- Develop spa advertisements and distribute emails to a member base of 10K+.
- **Serve as liaison to accountant** providing financial documentation for tax purposes.
- Collaborate with corporate IT Department to resolve all computer issues.
- Conceptualized and designed custom packages for holiday occasions **generating \$20K+ in revenue during first-ever Christmas promotion** (*Junior Clinic Administrator*).
- Supervised up to 3 sales associates and 12-17 massage therapists and estheticians per shift while managing sales, customer relations, a pleasant environment, and client issues; reported daily to upper management (*Junior Clinic Administrator*).
- Generated high gross revenue of **\$19.5K in 6 months as Sales Associate.**

## Community & Philanthropic Involvement / Event Planning

NAWBO (National Association of Women Business Owners) ▪ Better Business Bureau  
GCI (Greater City Inc) / G-Town Chambers ▪ SCORE ▪ Integrity HR  
Susan G. Komen–“Massage for the Cure” ▪ ISPA (International Spa Association)  
The Arthritis Foundation–“Healing Hands for Arthritis” ▪ XYZ Women’s Club  
Coordinated Company Christmas Party / Awards Ceremony (2 years)

Planned Team Building Day with Guest speaker,  
VP of Industry Relations & Product Development (2012)

## STRONG Transferable Workplace Skills

- ➡ Budgeting ➡ Cost analysis ➡ Customer service ➡ Leadership ➡ Team player
- ➡ “Ability to perform duties with minimal supervision” (*from personal review*)
- ➡ Interpersonal communications ➡ Problem solver ➡ Mental toughness