

# SAVANNAH LAURENT

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## SEEKING POSITION AS FRANCHISE BUSINESS CONSULTANT

Provide vision and revenue-generating operational leadership to multi-unit franchise network

**Solutions-driven, multi-clinic and franchise leader** with a history of driving significant gains in top-line revenue and bottom-line profits. An innate ability to lead teams and a “big picture” focus are the cornerstones of a career distinguished by sustained accomplishments. **Respected as an intuitive business strategist and performance improvement individual.**

### WORK HISTORY & CONFERENCES

HEALTHCARE FRANCHISING (75 locations), **Franchise Business Consultant** East Coast– 2019-Present

Oversee coaching and development of new and current nationwide franchisees. Software knowledge includes FranConnect, FranBlast, G Suite, Trello, Formsite, Calculated Care, Concur SAP.

MASSAGE THERAPY (MT) 2014-2019

EUROPEAN WAX CENTER (EWC) 2014-2015

**Human Resource Manager**, 2018-2019

**Executive Assistant**, 2016-2018

**Spa Manager**, 2015-2016

**Jr. Clinic Administrator/Sales Associate**, 2014-2015

Franchise Leadership Summit - Orlando, FL; Las Vegas, NV

MT Spa American Franchise Conference, Phoenix, AZ

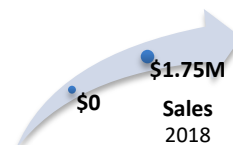
EWC Training, Regional Developer

(*Top 10 Center in the US*), Manhattan Beach, CA

EWC Franchise Conference, Ft. Lauderdale, FL

### MASSAGE THERAPY – SELECT PERFORMANCE HIGHLIGHTS

- Integrated 5 system processes as HR Manager to streamline organizational functions for compliance, payroll, benefits, accounting, and training (*Signature Strengths*, pg. 2).
- Key leader in \$1M expansions and renovations of 5 MT locations in 2 states** (*Signature Strengths*, pg. 2).
- Manage 100+ active employees in three locations** regarding payroll, new-hire orientation, insurance, and benefits.
- Principal contributor to initiatives that led MT Middletown to **#1 national ranking out of 34 clinics** with the highest retail and facial numbers.
- Consulted with LEMI Italian Wellness management** regarding US spa equipment with the goal of marketing Italian equipment in the US.
- Wrote documentation to support MT Middletown nomination by SCORE Foundation leading to **“Outstanding Franchise Small Business Award” for \$1.75M in sales.**
- Increased revenue growth 31% in 1 year** using Millennium (CMS) to study referral sources for future marketing dollars.
- Managed “Retail Eyes Brand Intelligence” system for customer surveys; reached up to 90% Net Promoter Score (NPS). **MT Middletown Awarded “Excellence in Customer Experience” three consecutive years by corporate.**
- Earned MT Allegiance Award** from franchisees for “*outstanding loyalty and dedication.*”
- Technology Proficiency:** Vantiv Core Management System, Millennium, Paychex, Microsoft Office Professional



### EDUCATION – TRAINING & PROFESSIONAL DEVELOPMENT

**Bachelor of Science – Organizational Development**, 2018

Name of University, City, ST ~ *Sigma Alpha Lambda* Honors

**ME Spa Sales, Management & Operations Regional Quarterly Training**

**Integrity HR, Inc.** — Monthly Professional Development Training

Greater City, Inc. — “Small Business: How to Web Market” Seminar

**The SCORE Foundation** — “Making Your Website Work for You” Seminar

**Dale Carnegie Training:** Conflict Management - Negotiations - Bargains/Agreement – Delegation - Organize/Prioritize & Find Balance - Coaching for Performance Improvement & Motivation

### ASSOCIATIONS & PHILANTHROPIC INVOLVEMENT / EVENT PLANNING

SHRM ▪ SCORE ▪ NAWBO (National Association of Women Business Owners)

Susan G. Komen—“Massage for the Cure” ▪ Arthritis Foundation—“Healing Hands for Arthritis” ▪ Wounded Warriors (Veteran’s Day)

VP of Industry Relations & Product Development for Massage Envy Spa

**SIGNATURE STRENGTHS — MASSAGE THERAPY**

**HUMAN RESOURCES MANAGER (2018-2019)**

**Organizational process improvement & turnaround highlights**

- *Within days of hire*, changed internal register procedures **saving \$60K+ annually in two locations**; increased revenue by charging clients for no-shows per company policy, thereby eliminating no-show costs for service providers.
- **Researched and hired Schwartz benefits brokerage firm** for company-wide insurance coverage for employees and franchise. Developed and managed annual “open enrollment” in online benefits Easy Apps platform to avoid potential employee/employer fines.
  - Collaborated with Lexington franchisee regarding online enrollment; negotiated cost savings with brokerage firm for 8 Lexington locations; traveled to train HR Managers.
- Maintained reporting requirements for Affordable Care Act (ACA) for large employer (50+ full-time employees); **hired McGregor administration and compliance services firm** to file 1094-C annual report.
  - Retained monthly data for 100+ part-/full-time employees who receive benefits forwarding each employee’s healthcare coverage status to ACA for year-end IRS purposes.
- *After discovering a major P&L error due to manual bookkeeping (royalty paid at 11% vs. 5%), hired Ceterus online accounting firm specifically used for franchises for all MT locations.*
- **Integrated Human Development Company Employee Assistance Program (EAP) in all MT locations** for management training and conflict resolution.
- **Recruited candidates** and coordinated new-hire documentation and orientation; operated ATS to select interviewees.
- *Single-handedly researched and negotiated replacement of hand-calculated paid time off (PTO) hours with advanced payroll solutions (Kronos HCM).* Implemented first-ever time and attendance system, including automated PTO accrual. Led team meetings and training of online platform.

**SNAPSHOT**

**Direct Reports: 100+** employees + upper management report payroll, benefits, new-hire information, & employment verifications.

**Payroll:** Process \$2.6M annually.

**Regulations:** Maintain state/federal law requirements (e.g., ACA, OSHA, FMLA, EEO, mandatory employer signage, licensures).

**Human Resources Information System (HRIS):** Manage 275+ employees.

**EXECUTIVE ASSISTANT/SPA MANAGER — EXPANSIONS & RENOVATIONS (2015-2018)**

**Key leader in \$1M expansions and renovations of five MT locations**

- Collaborated with management on **\$100K MT Middletown expansion** from a regular massage therapy clinic to include facial services with Murad skin care line. Negotiated with Hagan Properties to move out next-door company; revised lease to include additional 1700 square feet. *Due to Middletown spa success, owners opened another location in Jeffersontown.*
- **Contributed to all aspects of Jeffersontown \$500K expansion** (\$8K budget for personal interior design). Negotiated again with Hagan properties to decrease annual rent 30%. Oversaw buildout from concrete to launch including construction, technology implementation, furnishings, products, and marketing.
- **Launched \$250K European Wax Center franchise** negotiating even more retail space (2012).
- Assisted with legal setup of MT Clarksville (IN), where laws and regulations varied from KY. Researched IN legal documentation to set up state business licensing. Established new payroll accounts. In only one month, hired and trained 15 employees prior to clinic opening in December 2016.
- **Key contributor in \$150K corporate-required update of MT St. Matthews**—a one-week renovation to boost revenue. Integrated Apple, cloud-based software to transfer client data throughout the clinic with the goal of going paperless with online booking. Trained staff on database usage. Alerted clients of new software and sent St. Matthews’ employees to other two locations to continue revenue.
- Collaborated with franchisee owners to open off-site Training & Development Center for three locations. Formed a Holding Company to evenly distribute European Wax Center/MTs dollars to pay office staff.
- **Served as liaison to accountant** providing financial documentation for tax purposes.