JULIAN MERCER

SPA MANAGER

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PROFESSIONAL SUMMARY

Spa manager and licensed esthetician with 11+ years in resort and destination spas. Leads teams of up to 30 therapists and front desk staff, manages a $4M revenue budget, and builds retail and treatment programs that grow rebooking. Strong on scheduling, staff development, and guest experience.

PROFESSIONAL EXPERIENCE

Spa Operations Manager Jan 2023 - Present
Fairmont Scottsdale Princess, Scottsdale, AZ

- Manage day-to-day operations of a 20-treatment-room resort spa with about $4M in annual revenue and a team of 28 therapists, estheticians, and front desk associates.
- Increased treatment utilization from 62% to 71% by redesigning the booking template, adding mid-week packages, and coordinating with hotel groups.
- Grew retail sales by 17% through monthly product training and a recommendation step added to every service ticket.
- Cut therapist turnover from 38% to 24% by introducing a clear commission ladder and quarterly skills training.
- Maintain state licensing records, sanitation logs, and health inspection readiness, and passed all Arizona Board of Cosmetology inspections.
- Negotiate product and supply agreements with three vendors, lowering cost of goods by about 5%.

Assistant Spa Manager Feb 2020 - Dec 2022

- Supervised daily operations, scheduling 22 therapists and managing guest service recovery.
- Developed a rebooking script and a post-treatment check-in call that raised rebooking at checkout to 41%.
- Handled payroll, commission reports, and weekly inventory counts with accurate reporting to the finance team.
- Trained front desk staff on the spa booking system and upselling basics.

Spa Supervisor Apr 2017 - Jan 2020
Canyon Ranch Tucson, Tucson, AZ

- Led shift coverage for a 24-room wellness spa, coordinating therapists, estheticians, and guest wellness programs.
- Delivered facials and skin treatments about 20 hours a week, maintaining one of the highest guest feedback scores on the team.
- Introduced a daily room-readiness checklist that reduced treatment start delays by a third.

Esthetician Jul 2015 - Mar 2017

- Performed facials, waxing, and body treatments with 7 to 8 guests a day.
- Recommended home-care products and drove monthly retail sales above target in 9 of 12 months.

CORE SKILLS

Spa operations management | Revenue and budget management | Treatment menu development | Staff scheduling and training | Retail and inventory management | Guest experience | Rebooking and loyalty programs | Licensing and compliance | Vendor negotiation | Esthetic treatments | Booking software (Book4Time, Mindbody) | Commission and payroll reporting

EDUCATION

Associate of Applied Science in Business, Scottsdale Community College, Scottsdale, AZ

CERTIFICATIONS

Licensed Esthetician, Arizona Board of Cosmetology | CPR and First Aid