

MARIA MENDES WELLS

CORE COMPETENCES

- Excellent computer skills
- Team player
- Ability to multitask
- Strong interpersonal skills
- Team development
- Staff management
- Communication and presentation skills
- Recruitment
- Acute problem-solving skills
- Projects costs and price monitoring
- P&L management
- Event planning
- Budgeting, reporting, & controls
- Analytical and detail oriented
- Stellar decision-making skills
- Strategic & Tactical Planning
- Inventory management skills
- Efficient time management
- Data & performance metrics
- Business acumen/sales & marketing

HIGHLIGHT

- Flexible team player who thrives in environments requiring ability to effectively prioritize and juggle multiple concurrent projects
- Goal-driven leader who maintains a productive climate and confidently motivates, mobilizes, and coaches employees to meet high performance standards
- Certified in Telephone Doctor Customer Service Training (April 2010)
- **Technical Skills:** Advanced in Microsoft Office - Word, Excel, Outlook, PowerPoint | Booker & BLVD Software

PROFESSIONAL EXPERIENCES

DREAMDRY, Atlanta, GA | **Operations Manager** (2022-present) Oversaw cross-functional leadership team of General Managers, Assistant Managers, and Lead Trainers supervising 120 employees. Direct operations of 3 high-end salons in New York, Chicago, and Atlanta with combined annual budget of \$3.1 million.

- Work closely with the CEO for long-term planning to create initiatives that further the company's overall goals.
- Coordinate different teams to foster the exchange of ideas and provide cross-team learning opportunities.
- Assess and analyze department budgets to find ways to minimize costs and optimize profits.
- Inspire and motivate employees to perform at their best through positive priorities and projects.
- Identify potential problems and points of friction and work to find solutions in order to maximize efficiency and revenue.
- Identify opportunities to expand or shift courses in order to take advantage of changes in the market.
- Communicate with the board and other senior officials about shifting company priorities and projects.

Salon Manager (2016-2022) Oversaw all operations of luxury salon: 12-chair location. Manage the day-to-day operations of the salon to deliver best in class service, optimize salon potential, and achieve revenue and profitability targets.

- Support the recruitment and development of 35+ staff, managing all aspects of individual performance and contribution.
- Nurture and mentor expert stylist team dedicated to quality VIP service, client education, and building clientele.
- Consistently maintained \$220k+ in yearly membership revenue.
- DREAMDRY Manager of the Year (2016)

Brand Manager (2018-2020)

- Improve brand consistency by implementing standard operating procedures across all locations; improved inventory cost-effectiveness and profitability.
- Evaluate key metrics; identify opportunities to drive revenue growth.
- Hire, train, and oversaw onboarding for management-level staff and concierge personnel.
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- Represented brands at trade shows and career fairs.

GLOWDRY, Atlanta, GA | **Salon Manager** (2014-2016) Provided training and education to 30+ employees regarding metrics and tools to improve financial performance. Recruited exceptional professionals to maintain salon standards. Provided personalized client experience to facilitate relationship-based sales and client retention.

- Reduced client complaints from 1.7% to 1.2% in less than 1 quarter, while cutting stylist turnover from 57% to 26%.
- Effectively maintained and reduced labour costs by 50% within the first six months.
- Within the first year, retail sales increased by 54%; membership conversion increase of 74%

ADDITIONAL CAREER HISTORY

Carter Barnes on Paces, Atlanta, GA | **Operations Manager** (2012-2014)

Carter Barnes at Phipps Plaza, Atlanta, GA | **Salon Supervisor** (2007- 2012)

JRP Talent Agency, Boston, MA | **Model Instructor** (2006-2007)

City Sports, Boston, MA | **Department Manager** (2002-2007)

Footaction USA , Boston, MA | **Sales Associate** (1998-2002)

EDUCATION

Bridgewater State College, Bridgewater, MA

Bachelor's degree in Mass Communication, Minor in Dance (2006)

LEAD (Leadership, Education, Academic Development) Tutor

LINKS (Linking Individuals to Networks, Knowledge & Scholarship) Mentor

Most Congenial Student Employee and Student Employee of the Year Nominee (2002)

PERSONAL INTEREST

- Daily exercise, reading/writing, dancing
- Community service
- Life management | Peace striver | Leadership