

LAILA TAHERI

C: 305-205-4803 | Farsigr1@gmail.com

Summary

A creative thinker with experience executing complex and innovative business projects, and a proven leader with capabilities in increasing revenues and customer satisfaction through effective analysis and management. Offering expert level skills in persuasive interpersonal communication, team building and guest services. Seeking a position to build and promote a salon/spa brand at management level utilizing my background, skills and accomplishments while sharing my passion for teamwork and education towards results driven market strategies.

Highlights

- Proven knowledge and experience of business sales and numbers-driven corporate market strategies.
- Broad spectrum of participation and delegation in every phase of salon/spa management.
- Excellent verbal skills in association with team direction and guest gratification.
- Commitment to reaching the highest levels of excellence with kindness and a positive attitude.
- Natural leader with a teamwork ethic.
- Strong communicator with professional mannerisms and platform presence.
- A perpetual student of life with a passion for challenges and exuberant affection to teach and learn.
- Visual Artist with an "eye" for detail, design and pursuit of perfection.

Experience

Owner & Color Specialist D&L Hair Studio

01/2009 to 01/2016
Miami, FL

- A Paul Mitchell Focus "Experience" Salon with a Rising Star educational program; An artistic & eclectic hair studio promoting teamwork in an inviting, structured yet fun culture for creativity, diversity & "giving back" within the PM ideologies.
- Utilizing all previous personal education & business retail background to successfully grow as a Salon Owner & Director and behind the chair as a Color Specialist and Educator.
- Supporting the training, growth, education and successes of numerous Assistant Managers, Reservationists, Stylists and Salon Assistants through the alignment of D&L practices with the fundamentals of PM professional & cultural principles.
- Successful annual growth of D&L's service and retail dollars leading to the expansion of the studio to double its' size within the third year.
- Hosting in-salon charity events, photoshoots, networking events, area Educators and attending most every year of The Gatherings in Las Vegas with salon team and continuously promoting further education in conjunction with ethical & responsible business practices.
- Utilizing various visual and marketing strategies as well as social media for salon development and stylists' business growth & referrals.
- Operating a studio with integrity and enforcing the importance of humanness within our profession and the guest/artist relationship.
- Personal successes as an area educator, color specialist and the studio's top producer with exponential growth of clients, referrals, retention, service dollars, frequency of visits, retail sales and average ticket.
- A certified Paul Mitchell Color Educator with attendance at Pre-View Las Vegas, two Hawaii Seminars and most recently invited to represent JPMS at the Beautyworld International show in Dubai (May, 2016).

Assistant & Hairdresser
Peter of London

09/2007 to 12/2008
Miami, FL

- Successful completion of a strongly developed in-salon education program and exposure to various industry hair color and retail brands.
- Working with several PMI Educators and gaining a more thorough understanding and well rounded behind the chair experience of color, cutting, texture & styling on a broad range of hair types and textures.
- Learning the fundamentals of all salon & spa operations and trainings ranging from sanitation to reservations, inventory and on-going education programs to assure highest levels of client satisfaction.
- Reaching a thorough knowledge of service and retail dollars analysis, projections and retail strategies from both the perspectives of stylist & salon/spa owner.
- Understanding the responsibilities and obligations of successful salon/spa ownership & management concerning both staff and client relations necessary to yield upward business growth and development.

Associate Buyer of Women's Shoes for Macy's
Federated Department Stores

02/2004 to 03/2006
Miami, FL

- Completion of an intense program in retail business knowledge and department store strategies involving vendor relations, marketing, advertising, visual merchandising, shipping, cost vs. retail, promotions, business development, profit margins, demographics, sales analysis, department analysis, sales forecasting, corporate structure, etc.
- Identifying diversified range of merchandise and matching it with appropriate consumer marketplaces.
- Forecasting revenue and inventory requirements by analyzing effects of store-level promotions.
- Developing detailed seasonal and vendor plans and making buys based on plans, trends and best-sellers.
- Building collaborative relations with vendors while effectively negotiating to reduce Macy's costs and remain within department budget allocations.
- Working with merchandise and distribution teams to expedite delivery of merchandise.
- Studying and evaluating target customer by region while analyzing competitor's advertising and event marketing strategies.
- Using and presenting all gathered data and information to contribute to Macy's strategy meetings.
- A rewarded associate buyer in the departments of Macy's Florida Junior, Moderate and Designer Shoe offices with two raises in contractual salary within two years.

11th & 12th Grade Honors English Teacher
American High School of Cairo

01/2000 to 08/2002
Cairo, Egypt

- Teaching Honors English to 11th and 12th grade high school students while working with school director in the development of a broad and creative set of initiatives and curriculum.
- A rewarding experience that brings to light a passion for leadership, teaching and learning through teaching.

Education

Cosmetology

Beauty Schools of America

2007

Miami, FL

Master of Arts: English Literature

Florida International University

2004

Miami, FL

Bachelor of Arts: English Literature

Florida International University

2000

Miami, FL