

Jessica Timberlake

Spa & Wellness Professional / Fascination Advantage: The Victor

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Employment History

Owner · [Jessica L. Timberlake Consulting](#)

July 2014 – current

Owner · **Found Details Photography**

April 2014 – current

Public Relations Manager · **Eminence Organic Skin Care**

September 2017 – September 2021

Primary responsibilities:

- Strategize and project manage key public relations goals and tactics, including company-wide initiatives such as attaining B Corp certification
- Create marketplace position and communication strategies based on industry trends, seasonal stories and develop in public relations messages to secure editorial coverage
- Lead international and domestic growth of 501 (c)3, Eminence Kids Foundation
- Develop all internal and external communication plans surrounding unpaid celebrity endorsements
- Oversee departmental budget in excess of \$1.4M
- Manage public relations team, as well as public relations firm
- Represent Eminence at domestic and international events

Accomplishments:

- Secured 200+ awards for the brand, including International Spa Association's Visionary of the Year, Allure Best of Beauty, and American Spa Magazine's Favorite Skin Care Line – 13 years in a row
- Developed internal and external communication strategies to support packaging redesign and ingredient reformulation of 150+ products
- Developed relationships with dozens of celebrities
- Key member of the COVID-19 Task Force
- Key member of the Annual Business Conference project team including conference theme, video marketing, writing and delivering presentations to 150+ Team-members
- Produce and provide creative direction for multiple internal and external marketing videos
- Exceed media placement goals including print and online exposure by 130%
- Project manage (including creative design and copywriting) of two websites, www.eminenceorganicfarm.com and www.eminencekidsfoundation.org
- Identified and measured key performance indicators for the company vision
- Project managed communication plan to announce company's B Corporation certification
- Attend over 40+ industry and consumer events

Spa Director, Laguna Cliffs Marriott Resort

March 2012 – July 2014

Responsibilities and accomplishments:

- Oversee staff of up to 20 associates and three supervisors, including all hiring, training, coaching and dismissals
- Modify/change business model to increase profitability while expanding luxury spa offerings
- Create business forecast based on resort occupancy/profit & loss statement

- Develop and implement year-long strategic marketing plan
- Propose and execute capital expenditure and spa renovations
- Manage professional, supply and retail product inventories
- Rebrand and evolve spa to align with resort brand strategy and increase capture
- Serve as a liaison between the resort and local community through community service projects, Rotary International and Chamber of Commerce
- Increased profitability by 4 points and average check by \$4.97
- Restructured membership program for a \$10,000 increase in revenue versus budget
- Remixed spa package offerings and changed marketing strategy for an increase in revenue of 25 points
- Directed sales-oriented team for a 36% retail : treatment ratio, an increase of 10 points versus prior year
- Engaged team with 94% Associate Satisfaction Score
- Implemented new web-based booking platform to increase online presence and reduce costs by \$6,000 annually

Spa Services Manager · St. Regis Monarch Beach

December 2008 – February 2012

Responsibilities and accomplishments:

- Drove multi-million-dollar spa revenue through menu development/branding, retail strategies, group/local sales, food and beverage service, and fitness clientele
- Oversaw staff of up to 60 associates and three supervisors
- Received Forbes Five Star Award for three consecutive years, through developing and leading training programs for spa staff
- Managed all aspects of the spa's budget to attain profit margin and revenue goals
- Coordinate multiple special events for marketing/press/local community/celebrity guests
- Developed year-long spa marketing plan, including public relations tactics
- Researched, wrote and re-branded spa treatment menu and website design, layout and content
- Supported Forbes Five-Star rating and AAA Five Diamond Rating by leading resort-wide training sessions for 1,000+ staff
- Worked cohesively with Forbes brand representative to develop department-specific trainings

Spa Supervisor · St. Regis Monarch Beach

September 2004 - December 2008

Spa Front Desk Agent · St. Regis Monarch Beach

March 2004 – September 2004

Locker Room Attendant · Laguna Cliffs Marriott Resort

September 2003 – March 2004

Professional Associations

- Executive Committee Member, Board of Directors, International Spa Association
- Member, International Spa Association (current)
- Member, Women in Leadership Initiative, Global Wellness Institute (2017 – current)
- Phi Theta Kappa Honor Society (2005 – current)
- Spa Management Certification Advisory Board, University of California Irvine (2012-2016)

Education & Distinctions

- Bachelor of Arts, Communication · California State University, San Marcos
- Certified Instinctive Meditation Teacher · Radiance Sutras School of Meditation
- Six Sigma Greenbelt · Starwood Hotels & Resorts
- Service Culture Trainer & Leadership Culture Trainer · Starwood Hotels & Resorts