**Candice Conaway**

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**Professional Summary**

I am currently a Medical Spa Director for Radiance Medspa DC. My responsibilities over the years for medical and administrative staff of 6 to 10 employees or contractors included recruitment and training of new employees, innovating the design, promotion, and marketing of medspa service offerings & products and managing marketing campaigns. I gained extensive knowledge of medical aesthetic treatments, protocols and health & wellness trends. My focus on providing results-oriented treatments, enriching client experiences and customer service for business growth has led many to realizing their best selves.

**Professional Experience**

Radiance Medspa DC, Medspa Director Currently

* Managed the day-to-day operations of a full-service medical spa
  + Conducted client consultations in person and over the phone describing procedures educating clients on treatment options such as: Botox, Facial Fillers, Laser Hair Removal, and Micro Needling, Medical Peels, IPL Laser, Medical Grade Cosmetics, Weight Loss and Cryo Therapy for face and body.
  + Organized nurse’s/doctor’s treatment plans and presented cost-effective guidance on the next best steps for clients
  + Scheduled client’s service on integrated Software as a Service platform Aesthetics Pro Cloud Scheduling
  + Reconciled payments from multiple processing platforms daily
* Supervised a staff of 6-10 nurses & medical aestheticians
  + - Managed human resources functions
* Processed payroll every 2 weeks using Excel
* Hiring through local connections and national job postings
* Ensured proper licensure, insurances and compliance.
* Training
  + Arranged hands on demonstration for staff with equipment and injectables.
* Maintained and ordered inventory
  + Networked and nurtured relationships with manufacturers’ representatives and supply vendors to ensure consistency and profitability
  + Placed orders for supplies and product to meet everyday demands
* Upgraded office to Electronic Medical Records and digital charting
* Optimized online presence
* Streamlined cloud-based software that implemented seamless marketing campaigns, website content, monthly promotions, and social media accounts
* Search engine optimization of service descriptions for all treatments on information blogs, online store and internet advertising
* Leveraged information in CRM databases for email communications to a customer base of 3,000 +
* Monitored and serviced medical equipment for safety and profitability
* Created and managed all print advertising and signage

Real Estate Sales & Investment Previously

* As a licensed Real Estate Sales Associate in the state of Maryland for both C21 and Remax Columbia, I closed approximately 2 million in listings and sales. Through my strong knowledge of financing and the mortgage process, I negotiated and prepared acceptable contracts for sellers and buyers from diverse backgrounds. Orchestrated open houses, staging, pricing, repairs, advertising, websites and print media. Organized closing procedures and educated buyers and sellers on how to increase their return on investment.
* Managed five rental properties including property showings, application process, inspections, lease signing, tenant complaints and repairs as well as advertising.

**Education & Certifications**

Howard University- BS Consumer Studies & Marketing

Real Estate Sales & Investing

Certified Medical Spa Manager

Certified Laser Technician

**Skills**

Microsoft Office 365 Suite, Google Office Suite, Zoom, Slack, Medical Office Administration and Supervision, Aesthetics Pro Cloud Scheduling, Sales & Customer Service Professional, Teamwork, Results Oriented, Communication, Leadership and Attention to Detail. Creating all brochures, videos, promotional campaigns, and all advertisements.

Continuing aesthetic industry education through Medical Spa industry conferences, seminars and live manufacturer trainings. Networking throughout the community to create awareness of the business and serve the needs of clients.

**References Available Upon Request**