

# Simone Pauline Doudna

Conrad N. Hilton College of Hotel and Restaurant Management  
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## PROFILE

MBA Graduate, with 20 years in global hospitality operations, including airline, hotel and spa management

Co-Founder of Houston Spa Association Chapter

President, Houston Spa Association

ISPA Member and Task Force volunteer

Award Recipient: Best Urban Hotel Spa, Best Spa (Hilton-Americas Houston)

In depth knowledge of spa operations and development, including pre openings

Licensed Esthetician for 10+ years

## EMPLOYMENT

July 2004-January 2012:

Hilton Hotels Corporation **Skyline Spa & Health Club @ the Hilton-Americas Houston.**

### Spa Director

- ❖ Executive Management for Spa Start-Up.
- ❖ Accountable for operational and strategic performance of Spa/Health club.
- ❖ Hilton Extended Executive Committee Member developing strategic goals, marketing plan and budgeting/forecasting.
- ❖ Restructured all aspects of spa for financial success: spa concept, menu, SOP's, training, merchandising, and culture: Achieved over 100% gain in net income year over year, and created growth in revenue and profitability consistently.
- ❖ Achieved Nationally recognized Award for Best Urban Hotel Spa: Spafinder Readers' Choice

January 2008- January 2009

**University Of Houston, Conrad N Hilton College HRMA**

### Adjunct Lecturer

- ❖ Launched Spa Management class at HRMA

March 2003-July 2004: **The Houstonian Hotel, Club and Trellis Spa.**

### Spa Operations Manager

- ❖ Assisted in spearheading successful startup with average annual revenue of \$4million.
- ❖ Accountable for entire flow of Spa Operations for staff of 75+ F/T employees.
- ❖ Hire, train and implement staff/systems for maximum efficiency and capacity.
- ❖ Manage payroll, manpower planning, budgeting and strategic planning to increase productivity and revenue by 25% year over year.
- ❖ Managed guest relations issues by implementing all SOP's effectively.

September 2001- February 2003: **The Greenhouse Spa and Salon, Steiner Leisure Inc**  
**Esthetician, Marketing Officer**

- ❖ Fulltime skin care practitioner - specialized facials, microdermabrasion, chemical peels, lash and brow tinting, makeup application, waxing and retail consultancy.
- ❖ Work alongside General Manager with PR and Marketing strategies.

1991-2001 **British West Indies Airways Ltd (BWIA) Int'l Trinidad, W.I.**  
**Manager, Corporate Communications**

- ❖ Launched complete rebranding exercise, including logos, uniforms, and new corporate image well within budget and timeframe.
- ❖ Main media relations person, in charge of submitting all press releases.
- ❖ Coordinated employee rallies quarterly, increasing participation by over 35% yearly.
- ❖ Consulted and updated all 16 outstations on an ongoing basis.

**EDUCATION**

July-October 2001 Institute of Cosmetology and Esthetics, Houston, Texas

- ❖ **License in Esthetics.**

1995-1996 University of Hull, England, UK

- ❖ **Masters in Business Administration (MBA)** specializing in International Business and Marketing.

1989-1992 University of the West Indies, Trinidad Campus

- ❖ **Bachelor of Science (BSc)** Industrial Management.

