

# SALLY HEWERDINE

I bring a positive mindset and a strong work ethic to everything I do. Highly creative by nature, I'm at my best when developing people and creating experiences that make others feel valued and motivated. My career spans service industries, education, leadership roles, and sales and account management, with experience working on a global scale.

## CONTACT

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- 📍 Dubai

## EXPERTISE

- Creative Concept Design for Wellness & Spa
- Corporate Wellness
- Trainer/Assessor
- Training Design
- Soft Skills/Brand
- Audit Experience
- Canva
- Powerpoint
- Wellness/Life Coaching
- Skincare Formulator
- Art Therapist

## REFERENCES

Hyang Berg  
Senior Director  
Global Education  
LVMH/ Now DIOR

Daniella Russel  
DR Global

## WORK EXPERIENCE

### SPECIALIST

2011 - Present Day

Clients including LVMH & Shiseido, GS Group Ltd

- Voice Over work for meditations
- Corporate Wellness Design
- Design and delivery of training for cosmetic brands
- Writing for a health and beauty magazine
- Design and delivery of soft skills training including retail, communication skills, maximizing appointments and management
- Mystery shopping & Research
- Brand and Soft Skill Training for luxury hotels.

### ASSISTANT EDITOR

2010 - 2011

New You Magazine

- Working on all aspects of the magazine production.
- Editorials and features
- Advertisements
- Receiving and sorting press releases
- Proof reading
- Media functions
- Design and content

### TALENT DEVELOPMENT & ENGAGEMENT MANAGER

2007 - 2009

Mouchel International

- Mouchel International Project Management, Engineering Design & Consultancy
- Talent Development and Engagement Manager – a broad role outsourcing and delivering internal training for employees. Implementing a new appraisal system and an internal chartered academy for Engineers.

### SPA MANAGEMENT & DEVELOPMENT TRAINER

2006 - 2007

Wafi Health & Leisure

- Design and delivery of Spa Management courses, delivery of CIDESCO, ITEC and CIBTAC Syllabi.