

Ashleigh Bott

+61481263037
Ashbott89@hotmail.com

EDUCATION AND TRAINING

2009 - 2013	Bachelor of Health Science (Nutrition) <i>Queensland University of Technology</i>
July 2019	200 HR Yoga Teacher Training <i>Odyssey Retreats</i>
Dec 2020	First Aid & CPR Training <i>Paradise First Aid</i>
Mar – May 2021	150 HR Body Poetry: Enhanced Yoga Teacher Training (incl Yin)
Aug 2022	Working With Children Card

CAREER HISTORY

Intercontinental Hayman Island Resort
Manager of Guest Experiences
Hayman Island

July 2023 – Current

Key Responsibilities

- Taking and managing guest bookings for all experiences, taking advantage of up-selling opportunities and informing them about ways to improve their stay
- Providing personalised itineraries to meet specific needs for guests
- Taking extreme care with personal grooming in order to maintain a consistently professional appearance
- Being familiar with all island and resort facilities and amenities, ready to provide customised and expert advice to all resort guests before and during their stay
- Liaising with internal departments, key personnel and exclusive third party operators to confirm and arrange guest experiences and activities
- Being responsible for efficient time management and ability to work unsupervised
- Managing and updating experience schedules on the IHG branded website and throughout resort
- Providing staff training and supporting team members in their IHG careers
- Managing staff scheduling and co-ordinating rosters to ensure sufficient coverage of business operations

The Whitsunday Wellness Weekend (*Retreat*)

Founder & Facilitator

Airlie Beach, The Whitsundays

April 2023 – Aug 2023

Key Responsibilities

- Determining budgets and timelines to ensure the successful deliver of a large scale multi day retreat
- Sourcing and securing multiple sites and venues for wellness sessions
- Planning multi day agenda that includes multi-modality wellness offerings, such as yoga, dry needling, meditation and mobility workshops (seven sessions across two days)
- Collaborating with practitioners and managing their expectations within a limited budget
- Partnering with charity to support an aligned cause (Eco Barge Clean Seas & The Great Barrier Reef Foundation) by donating a portion of ticket sales to these foundations
- Managing all aspects of event marketing by actively promoting the event on social media and advertising agreements with local businesses
- Organising the set-up, delivery and pack down of each session and the co-ordination of facilitating staff
- Following up with the guests post event to ensure their satisfaction and gain feedback on how we can improve on future retreat experiences; and ensure repeat business

Intercontinental Hayman Island Resort

Gym Manager & Yoga Teacher

Hayman Island, The Whitsundays

June 2021 – July 2022

Key Responsibilities

- Offering a five-star customer experience on the resort's beachfront by providing safety instruction on the use of the resort's non-motorised water sports equipment; including paddle board, kayak and sailing lessons
- Establish rapport with customers to support an ongoing relationship throughout their stay to encourage repeat business to beachfront and other resort activities
- Maintaining and cleaning beachfront equipment to a high standard of presentation and safety
- Teaching up to three yoga classes per day including vinyasa, yin and meditation practices
- Cross promoting the resort facilities and activities
- Cleaning and maintaining the gym floor
- Ensuring gym equipment is maintained through regular servicing
- Managing stock levels and ordering gym and cleaning products accordingly
- Using the CRM system (RA) to access and create schedules, make guest bookings, and process payments

Swisse Wellness Australia (*Vitamin, supplement, wellness company*)
Healthcare Practitioner Liaison
Melbourne and Regional Victoria

June 2018 – May 2021

Key Responsibilities

- Seek out key influences in the healthcare practitioner space and target them as advocates for the Swisse and Biostime brand
- Analyse territory data to develop a business plan that will increase exposure and sales across the territory
- Stay on top of competitor activity and utilize this information to ensure that customers are clear on the advantages and key points of difference between Swisse/Biostime and other brands
- Organise both in person and online events, including wellness conferences, lunch and learn education sessions and webinars to raise brand awareness
- Maintain and build relationships with health care professionals by providing relevant information and resources for their patients and practice through regular interactions
- Continue to learn and expand my knowledge of health, nutrition and supplementation through regular participation in health education and courses
- Support team connection with mindful exercises during the work from home restrictions
- Maintain customer relationships throughout Co-vid by providing creative materials and opportunities such as interactive online education videos

Mundipharma Pty Ltd Jul 2014 – Aug 2016

GP / Aged Care Representative
Pain management portfolio

June 2014 – June 2018

Key Responsibilities

- Embracing opportunity to learn and grow my career by acting as the interim HSR for the Sydney East and Central territory for a period of three months
- Cultivate key specialist accounts through journal clubs and in services with pain, oncology and anaesthetic multidisciplinary groups
- Continue to develop relationships with existing key opinion leaders and identify burgeoning influencers by presenting mutually beneficial business opportunities to drive awareness of the brand whilst increasing specialist exposure
- Provide a connection between specialists and primary health care providers to drive specialist advocacy across the GPs network and increase confidence in prescribing the product
- Maximise reach and expanding share of voice across the territory by utilizing a variety of educational platforms in order to access and engage all stakeholders
- Effectively manage educational events budget to ensure the best standard of meeting delivery whilst still coming in under budget
- Provide the resources and education to aged care nurses that will assist them in influencing prescriptions and managing long term pain treatments
- Complying with the Medicines Australia Guidelines at all times to ensure all messages are true and accurate
- Seeking out opportunities to engage all stakeholders by working in conjunction with Medicare locals to support and sponsor pain related training programs

Key Achievements

- Highest performing territory for overall product sales nationally 2014 – 2015
- Second highest sales performance for individual product nationally 2014 – 2015
- Highest individual product (%) growth across all territories in NSW in cycle 2 2015
- Highest coverage and frequency across all territories in NSW for cycle 1 2016

HOBBIES & INTERESTS

Health and wellness, yoga, meditation, martial arts, nutritional medicine, surfing, the sea, cooking and creating community.

REFEREES

Benjamin Buchan
Activities Manager (Head of Department) at Intercontinental Hayman Island
0451 126 465

Stephanie Darman
HCPL Regional Manager at Swisse Wellness
0467 444 664

Dianne Mitchelmore
Education Manager at Swisse Wellness
0414 247 966
Diane.mitchelmore@hh.global

Danielle Talbot
Field Sales Manager at Mundipharma Pty Ltd
0408 180 435
Danielle.talbot@mundipharma.com.au