



STEPHANIE *Black*

MED SPA ENTREPRENEUR &
AESTHETIC SALES PROFESSIONAL

10+ YEARS OF EXPERIENCE | RESULTS DRIVEN | CLIENT FOCUSED

PROFESSIONAL PROFILE

Dynamic med spa entrepreneur with over a decade of experience in the aesthetics industry. Proven track record of building and scaling a luxury med spa to over **\$500K** in revenue within two years through strategic marketing, exceptional client care, and high-converting sales strategies. Passionate about delivering transformative results and creating elevated, personalized experiences that drive client loyalty and business growth.

PROFESSIONAL EXPERIENCE



FOUNDER & OWNER

2016 – PRESENT

VibeMedSpas | Scottsdale, AZ

- Launched and scaled a full-service med spa, generating over \$500,000 in revenue within the first two years.
- Developed and executed high-impact client acquisition strategies, resulting in 200% year-over-year client growth.
- Sold and managed high-ticket services including laser treatments, injectables, weight loss programs, and advanced skincare.
- Built and led a team of licensed aestheticians, medical directors, and front office staff.
- Created and implemented monthly promotions, memberships, and referral programs that drive repeat business.
- Managed vendor relationships and negotiated favorable pricing on top products and devices.
- Grew and maintained a loyal client base of 1,000+ using CRM tools, personalized follow-ups, and concierge-level care.

SALES & MARKETING HIGHLIGHTS

 **35%**

Increased average client spend by 35% through strategic upselling and cross-promoting services.

 **70%+**

Converted 70%+ of consultations into paid services using advanced consultative sales techniques.

 **20%**

Launched social media and email campaigns that drove 20% of monthly revenue.

EDUCATION & ADDITIONAL TRAINING

-  Business & Sales Development Courses
-  Team Leadership & Staff Training
-  CRM & Booking Software (Vagaro, Aesthetic Record)
-  Ongoing Education in Aesthetic / Laser Trends, Injectables & Medical Grade Skin Care

CONTACT

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EXPERTISE

- ✓ B2C Sales & Consultative Selling
- ✓ Med Spa Operations
- ✓ Client Relationship Management
- ✓ Luxury Client Experience
- ✓ Aesthetic Services Knowledge
- ✓ Laser & Injectables Expertise
- ✓ Promotions & Campaign Strategy
- ✓ Social Media Marketing
- ✓ Team Leadership & Training
- ✓ CRM & Booking Platforms
- ✓ Recurring Guest Speaker
- ✓ Scottsdale / Luxury Market Specialist

CERTIFICATIONS

-  Certified Cosmetic Laser Safety Officer
-  Laser Safety Officer
-  Chemical Peels
- Body Contouring
- Skin Resurfacing
- Including Femi Lift Laser (treated over 200 patients)
- Ongoing Education in Aesthetic Injectables & Medical Grade Skin Care