

# BRANDY POUND

Lexington, SC 29073 | 803-622-6187 | poundbrandy@gmail.com | Open to Relocation | Available for Extensive Territory Travel

**BUSINESS DEVELOPMENT | PROFESSIONAL SKINCARE | ACCOUNT GROWTH**

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## PROFESSIONAL SUMMARY

Licensed Esthetician, Cosmetologist, and Esthetics Instructor with **7+ years of direct business development, client acquisition, account support, sales, and medical aesthetics leadership experience**, supported by more than 10 years in the professional beauty and aesthetics industry. Experienced in developing relationships with providers, practice leaders, estheticians, and business owners; delivering product and treatment education; identifying growth opportunities; supporting client acquisition and retention; and using CRM, KPI, sales, marketing, and financial data to drive business decisions. Proven educator and presenter with multi-state field training experience and a strong background in professional skincare, medical aesthetics, customer service, and revenue-generating strategies.

## CORE QUALIFICATIONS

Business Development & Sales | Account Management & Relationship Development | Territory & Field Support | Client Acquisition & Retention | Professional Skincare & Medical Aesthetics | Provider & Product Education | Consultative Selling | CRM & Lead Management | KPI & Sales Tracking | Business Analysis & Forecasting | New Business Development | Customer Success | Promotional Events | Trade Shows | Presentation & Facilitation | Marketing & Lead Nurturing | Microsoft Office | Google Workspace

## PROFESSIONAL EXPERIENCE

### Director of Spa Operations | Skin Studio Medical Spa - Columbia, SC | 2019-2026

- Led business development, client acquisition, retention, sales, and day-to-day operations for a multi-provider medical aesthetics practice.
- Developed sales and marketing initiatives including lead nurturing, CRM workflows, email campaigns, promotions, referral strategies, client follow-up, and re-engagement efforts to generate new and repeat business.
- Built and maintained relationships with medical aesthetics vendors, product representatives, providers, business partners, and clients while evaluating new products, services, equipment, and revenue opportunities.
- Analyzed sales performance, revenue, service utilization, expenses, inventory, payroll, client trends, and KPIs to identify opportunities and support forecasting and business decisions.
- Trained and coached clinical and aesthetic team members on consultations, client education, treatment recommendations, service positioning, client retention, and customer experience.
- Planned and supported promotional initiatives and events designed to increase awareness, strengthen client relationships, generate leads, and drive sales.

### National Trainer & Business Development Consultant | CryoSkin Revolution - Nationwide | 2023-2025

- Delivered multi-state, in-person and virtual training and business development support to aesthetic practices, providers, and business owners throughout the United States.
- Developed account relationships and trained providers on treatment protocols, consultations, client assessment, service positioning, client education, and strategies designed to improve adoption and revenue generation.
- Consulted with practices to identify business opportunities, improve service utilization, strengthen client acquisition and retention, and integrate new aesthetic services into existing operations.
- Supported account onboarding and ongoing customer success by identifying operational challenges, recommending solutions, and providing education to improve provider confidence and account performance.
- Educated providers and practice teams on consultative selling, treatment recommendations, client communication, and strategies for increasing utilization and repeat business.
- Represented the brand through onsite education, industry events, trade shows, presentations, and professional relationship building across multiple geographic markets.
- Worked independently in a travel-intensive field environment while coordinating account visits, education, implementation needs, and ongoing practice support.

### Admissions Leader | Paul Mitchell The School Columbia - Columbia, SC | 2017-2018

- Managed prospective-student relationships from initial inquiry through consultation, program selection, enrollment, and onboarding.
- Conducted tours, presentations, consultations, and follow-up communications while supporting recruitment and enrollment objectives.
- Used relationship-based communication and consistent follow-up to nurture prospects through the enrollment process.

### Esthetics Program Director & Lead Instructor | Mitsu Sato Hair Academy - Overland Park, KS | 2015-2017

- Directed esthetics education and delivered classroom and hands-on professional skincare training to classes of up to 25 students.
- Developed and presented curriculum covering esthetics theory, skincare services, consultation, treatment planning, client education, professional product knowledge, and retail recommendations.
- Supported student recruitment through tours, consultations, outreach, presentations, and relationship building with prospective students.
- Managed program operations, scheduling, student performance, education hours, records, compliance documentation, and state requirements.

## LICENSURE & PROFESSIONAL EXPERTISE

### Licensed Esthetician | Licensed Cosmetologist | Licensed Esthetics Instructor

Professional Skincare | Medical-Grade Skincare | Advanced Aesthetics | Laser Technologies | Business Development | Account Management | Sales & Negotiation | Customer Success | Provider Education | Business Management | Marketing Strategy | Data Analytics & KPI Reporting | CRM

**TECHNOLOGY**

CRM & Lead Management Platforms | GoHighLevel | Microsoft Word | Microsoft Excel | Microsoft PowerPoint | Google Docs | Google Sheets | Google Slides