

# Shanon Skoog

## Director of Development

Dedicated Director of Development with a passion for supporting growth in therapist, students and future students to thrive as they pursue their careers in Hawaii as Licensed Massage Therapist. Strong track record of effectively communicating and interacting with massage professionals and the general public. Confident in ability to strengthen approaches in protocols, policies and execution to obtain goals set out. Committed to continuous improvement and contributing to advancements in the Hawaii Massage Industry.

### Contact

Phone

Email

Location

### Education

2014  
**Bachelors of Arts- Environmental Science**  
University of Washington

2011  
**Associates Degree- Kinesiology**  
Lubbock Christian University

### Expertise

- Developing high performing teams
- Recruitment & training
- Relationship management
- Leadership development & team management
- Executes swiftly to reach and exceed targets and goals
- Analyz complex situations and develop effective solutions

### Hobbies

Competitive All Star Cheerleading  
Mindset Building

### Experience

#### 2021-Current

Massage Envy Hawaii  
**Director of Development**

- Foster learning in a team of 150 employees including Massage Therapist, Estheticians, Front Desk and Managers to hire, train and advance their knowledgeable by raising the bar and giving our team the platform to demonstrate their skills and abilities. All while gaining more in their skillsets/mindsets
- Amplified and created training programs, onboarding processes and continued education opportunities to stimulate and inspire employees raising the standards. To result in servicing 10,500 local residents getting massages on a regular basis with our wellness program
- Established and cultivated partnerships with local massage schools, working collaboratively to promote their educational aims. Contributes as a guest speaker, providing insights on best practices in areas such as ethics, treatment room management, resume development and interview techniques, empowering and preparing students for long-term success in their chosen career paths.

#### 2017 - 2021

Massage Envy Kapolei Clinic  
**Clinic Manager**

- Mentored and led a team of 60 team members to achieve nationwide awards, president circle top 1% of our company 2018, 2019 and 2021. 2019 skincare champion, 2019 Manager of the year and one of the teams members under my guidance and instruction was awarded the prestigious 2020 FDA of the year national recognition.
- Evaluation and accessing performance to enhance talents and produce consistent net member growth, 40% sales closing, monthly \$20,000 in skincare retail sales, and 93% employee retention rate.
- Produced and encompassed the outward mindset rollout as part of our Massage Envy Hawaii culture to be a pillar in the employee and client experience to see people as people who matter, adjust our efforts to be more helpful and measure the impact we make.
- Assisted in the launch of the Aina Haina Massage Envy location, overseeing aspects of construction build-out hiring and training of staff, including learning and following state regulations laws of massage business establishments. Successfully contributed to this location's exceptional growth in 2017, earning recognition as the fastest-growing clinic in the nation

#### 2017-2015

Massage Envy Pearl City & Regional Support  
**Assistant Manager - Trainer**

- Maintained 40%-50% closing rate in personal membership sales and 95% and above customer service score on a monthly basis.
- Trained new hires to seasoned front desk to embrace their roles as wellness experts to educate the benefits of total body care, services, enhancements and clients needs to live their best life by being an advocate for their wellness while attaining 30% and above sales goals.

### Reference

Lari Jarvis

Katherine Fisher

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