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SUMMARY

Visionary leadership experience and strong sales, field development, MLM expertise, business operations, Cosmetology and Esthetics expert, and executive skills.

Experience-Considered highly motivated, independent, a strong-communicator and well organized.

WORK HISTORY

SOUTHERN STRANDS HAIR CLINIC

2016-2021 *Owner, Operator – Master Stylist and Trichologist*

Hair Growth, Repair, and Replacement Salon/Clinic specializing in men's and women's non-surgical hair replacement.

Advanced Hair Salon serving the greater Chattanooga, Knoxville, Nashville, and Atlanta areas in Hair Health, Growth, Repair, and Replacement

Services offered: Trichology, Hair Replacement, Hair Regrowth, Hair Health, Hair Repair, Wigs, Cranial Prosthesis, Extensions.

Classes and Training for Stylists in Advanced Haircare, Styling, Cutting, Product information, Hair Replacement techniques, and much more.

In-Salon and online hair and product retail opportunities and training.

Salon Website

www.southstrands.com

Retail Website

<https://southern-strands-hair-clinic.myshopify.com/>

ALOEVERTITAS GLOBAL / HWB ENTERPRISES

2018 – Present - Vice President of Global Marketing and Sales

Start up. Create and develop infrastructure, Marketing plan and direction, Detailed forecast, sales and profit projections, compensation plan, website and back office and launch for a new business channel for National and International markets.

Launched a Global participation survey targeting specific demographics and control groups for product launches. Developed sophisticated real-time results and tracking resulting in extensive qualified leads for individual distributors companywide.

Developed all programs, materials and media for corporate and field distribution.

Acting President during corporate restructure and partnership with Jeunesse Global.

MONAT GLOBAL INTERNATIIONAL

2014 –2016 Vice President of Marketing, Customer Experience, Product Development

Video written, produced with personal appearance and voiceover for launch of Monat Global
<https://vimeo.com/110576151>

Start-up company launch. Lead Marketing and Sales, Business development, Brand development and management, Product launches and training, Reward and Incentive program creation, Customer experience loyalty programs, Sales incentive programs, University style training programs, Video production, Collateral creation, Corporate and field Communications, Public Relations, International development, Social media programs, Events, etc.

Instrumental in achieving over 30 M revenue for new company launch from October 2014 through February 2016.

Instrumental in acquiring and retaining key Network Marketing Distributors

Acquired Preferred Customers through distinctive loyalty programs with an average auto-ship sale of \$150.00 with less than 6% attrition rate.

Train corporate, regional and national sales teams and aligned International strategies

Design and developed training and incentive programs for each level of the Sales Field.

Created high-end Branding for product lines

New product creation, development and training and events

BEAUTYEXEC

2011-2014 – Beauty and Health Business Consultant

Specialized training, organizational systems, product development, opportunity development, and implementation processes, and executive coaching services that are tailored to individual challenges, and people. Extensive groundwork in real business issues to produce scientific, tangible, bottom-line outcomes.

Created and produced online University style teaching and training modules increasing sales knowledge, productivity, and personal empowerment.

Provided consulting services and vision for direct sales beauty and hair care products companies. Developed private label consumable products from concept through marketing plans. Created unique marketing strategies to increase existing business models and guided the development of product lifecycles to achieve maximum profitability.

Program development, product development, opportunity, compensation plan development, sales Incentive programs and bonuses, marketing plan and strategic timelines, marketing, and sales collateral

Training curriculum materials, manuals and videos, sales training programs, and execution, focus group and clinical trial tracking

LEMED SPA

2004-2007 Managing Director – Full-Service Salon and Medical Spa

Start-Up. Launched a new concept Medical Spa Anti-Aging Skin Care & Laser Center associated with a prominent Dermatologist, specializing in non-surgical facelifts, laser treatments, Injections, and general spa services.

Marketed through radio, TV, patient incentives and loyalty programs, and PR through business-to-business promotions and news releases. The company grew by 20% consistently each month and operated in the black. Upon departure, the company was established in the market and gross income was @ \$300,00-400,000 per month with net profits running at an average of 50-65% of gross.

Developed and maintained a new client list exceeding 250 active patients within one year of opening.

Trained spa and laser technicians at the spa and local Cosmetology and Esthetician schools.

NEW CREATIONS INTERNATIONAL SALON AND SPA

2000-2007 President / Owner

Owner/Operator of Exclusive Health and Beauty Day Spa.

Two locations in California and Colorado.

8 Station Salon and 6 Private Rooms for Esthetics

Developed and implemented in-home salon and spa parties. Direct sales through independent cosmetology representatives.

Private Label Skin and hair products – J. Renee'
Maintenance and analysis of operational files and reporting systems, including internal audit reports.

Operating forecasts and reports, month-end accounting, and inventory management.

Purchases, receive, and authorize payment and inventories of products for all Salon and Spa Services departments within budget constraints, including merchandising and retail products.

PAPARAZZI STUDIOS, INC.

2000 - 2007 Owner, C.E.O

Creator of in-home national and international beauty and spa party network marketing company

Created in-home photo and spa parties—marketed and sold through direct sales, MLM, direct mail campaigns, salons and spas in US, and Mexico.

Developed unique direct sales plan producing net profits within 8 years of over 32 million per year. Independent sales representatives earned salaries up to 1.5 million per year. Customers were able to earn free cash and incentives for participating through bonus points. Average incentive earned was \$100.00 to \$2500.00.

Developed program to promote compatible companies through POS coupons. Local and national spas, salons, dermatologists, plastic surgeons advertising placed in consumer sales bags thus acquiring additional income from sponsors, as well as additional walk-in and through the door traffic. Increased Paparazzi Studio sales by 55% and increased sponsor sales by 72%.

- a. Owner/Operator of Exclusive Natural Health and Day Spa
- b. Developed and implemented in-home day spa classes.
- c. Direct sales through independent representatives.
- d. Maintenance and analysis of operational files and reporting systems, including internal audit reports.
- e. Operating forecasts and reports, month end accounting and inventory management.
- f. Purchases received and authorize payment and inventories of products for all Spa Services departments

Developed brand of skincare cosmetics—J.Renee'. Distributed and sold through direct sales, spas and salons through 4 full-time regional sales reps. Acquired average of 2-6 new retail sales outlets per month per sales employee. Minimum requirement of \$300.00 in product purchase per order. Company sales average of \$20,000 per month per customer.