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November 30, 2015

Ms. Katie Philpott
Office of the Governor
South Carolina Statehouse, First Floor
1205 Pendleton Street
Columbia, SC 29201

Dear Ms. Philpott,

I would like to be considered for the South Carolina Cosmetology Board.

On my enclosed resume you will note that I have over 25 years of experience in the cosmetology industry. Currently I am a Senior District Leader with Regis Corporation, whose salon Brands include, but are not limited to Famous Hair, Smart Style, Supercuts, Hair Masters and Master Cuts.

I work closely with stylists, educators, salon leaders and industry professionals on a daily basis. My goal is to improve service, sales and create an exceptional guest experience, as well as a positive working environment for our employees.

This varied industry experience has provided me a unique perspective which would be beneficial working alongside like minded individuals, to collaborate and improve our state policies and procedures in all aspects of cosmetology.

Sincerely,

Heidi Purcell

Att: 1

HEIDI PURCELL

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PROFESSIONAL EXPERIENCE

REGIS CORPORATION, MINNEAPOLIS, MINNESOTA

Senior District Leader, Mar 2010 – present

- Oversee operations directly related to sales and services in multiple corporate salons in the Columbia marketing area.
- Supervise multi-brand salons in Georgia, North Carolina and South Carolina.
- Plan and direct staffing, training and performance evaluations. Develop managers and stylists to obtain optimal growth in sales and service programs.
- Implement programs and create education modules, for management and staff to provide outstanding guest relations, focusing on a warm productive atmosphere, through communication and advanced training.
- Directed and facilitated a program to train staff on our new Super Salon technology and wireless workstation.
- 2006 -2010 Master Stylist at The Day Spa, Specializing in Aveda Concepts, Greenville SC
- 2000-2006 Manager at Hair Cuttery, Greenville SC
- 1997-2000 Sales and Operations, Hair Club for Men, Greenville SC
- 1990-1997 Taught Kindergarten and First grade, Brea California.
- 1986-1990 Hair Stylist practicing in private salons, Southern California

EDUCATION

FULLERTON COLLEGE, FULLERTON, CALIFORNIA

- Studies included Childhood Education, Business Applications, received Early Childhood Teaching Certification.
- Licensed Cosmetologist and Cosmetology Instructor.
- USC Cosmetology Instructors Program 2008.
- Attended Career Academy of Cosmetology, Anaheim CA graduated in 1986
- Currently working on Milady's Master Education Program. Attended multiple classes, seminars, symposiums, conferences and education events.

ADDITIONAL SKILLS AND ORGANIZATIONS

- Conduct orientations, train and coach management staff and stylists in execution of daily operations.
- Recruit managers and stylists. Network with Cosmetology schools and create workshops to increase community awareness.
- Review operational records and reports to ensure compliance to policies and procedures.
- Responsible for store sales and financial profit and loss statements.
- Train salon managers to provide outstanding customer service, increase sales, hire and retain staff and control cost.
- Inspect and audit salons. Ensure security and asset protection. Mandate compliance of safety standards, state board guidelines, and environmental codes and ordinances.
- Resolve problems that affect salons service, morale, efficiency and productivity.
- Excellent communication skills, strong interpersonal skills, and the ability to interface with a diverse group.
- Result oriented, focused on growth and maintaining a strong culture of success and goal achievement.
- Ability to grow a team and coach a diverse group with multi learning styles.
- Member of SCSCA South Carolina State Cosmetology Association and ACSP Association of Cosmetology Salon Professionals