



BRENDA REINEY

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♦ CUSTOMER RELATIONS / ADMINISTRATIVE SUPPORT / PROCESS MANAGEMENT ♦

Service-centered with a career-long focus on delivering exceptional customer service, providing efficient administrative support, and managing client-facing and back-office functions effectively. Skilled in building sustainable relationships, with internal and external connections, whether owning and running a pet care business, or providing counseling and social services to patient populations.

♦ SELECT COMMENDATIONS ♦

*"...always used the **highest of ethical standards**...excellent rapport-building skills...tenacious and **will advocate for her clients**...documentation is thorough and inclusive...**compassionate and kind** colleague..."*

*"...**personable, yet professional**, and always maintained strict boundaries of confidentiality..."*

*"...**bright and cheerful** part of the school day...an asset to our program...very good rapport with students...**remained calm** in what could become a 'sea of discontent'...**excellent mediator**..."*

*"...**taught me how to strive for perfection** and how to get the best out of myself and fellow employees...**enthusiasm and vigor needed to be a leader and mentor**..."*

*"Please consider her for any position in your organization that requires **enthusiasm, energy, creativity, and people skills**."*

♦ PROFESSIONAL EXPERIENCE ♦

Concierge Pet Care – Palo Alto, CA
Owner (2004-2011)

Conceptualized, developed, and built a professional pet sitting service committed to providing clients with peace of mind when they were away. Delivered entire business infrastructure including policies, rates, contracts, and client promises.

Envisioned a pet sitting service providing clients with unmatched professionalism and support in the care of their beloved companions, creating the business from the ground up including establishing a solid foundation, developing the brand, and setting up all systems and processes. Created an engaging, professional website to promote services, quickly filling with pages of testimonials from satisfied clients. Developed an efficient work schedule to ensure personalized client care yet optimized workflow coordination. Extended services to include home care and home security measures while clients were out of town.

- **Received the highest recommendations—many from veterinarian clients—for** understanding clients' needs, handling emergencies with grace, and spending "quality" time with pets to relieve anxiety and owners' concerns.
- **Built a thriving business based on ability to establish rapport and trust, and a reputation** as a "consummate professional" who was "warm, caring, highly intelligent with impeccable credentials and integrity."
- **Extended outreach and engagement through affiliation** with the National Association of Professional Pet Sitters, reinforcing professionalism and ensuring awareness of the industry's best practices.

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Governor's Transition Team – Palo Alto, CA
Transition Assistant (2003-2004)

Initially volunteered to support the campaign and soon was hired to assist with administrative functions.

Represented a gubernatorial candidate's campaign—[Name] was the first woman to be elected to the office of Governor—and earned full-time role as she transitioned into office. Served as a liaison to the general public, regarding events and other public appearances. Served as a first point of contact for those scheduled to meet with the Governor.