

# Sandra Heather Kennedy, RVT



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**Contact** 34-371 Bronte Street South • Milton, Ontario L9T 3K5 • Canada  
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**Objective** Service Provider to Companion Animal Owners and Vet Hospitals

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**Animal Care-Related Skills**

- Accepted husbandry, surgical and pathological procedures for both companion and laboratory animals
- Client services, marketing, promotion, management and education
- Supplier liaison and purchasing

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**Computer Skills** Extensive knowledge of and experience with computers and applications for various financial, administrative, educational, statistical and marketing functions, including:

- Windows XP, Office, Word and WordPerfect, Excel and 1-2-3, Access, Outlook, Project, PowerPoint, Visio, graphics and other ancillary applications (Microsoft certified in MS Word, Excel and Access in 2004)
- Coding and related expertise for web development and maintenance

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**Career & Achievements**

Since 2001

Veterinary Technologist and Animal Care Attendant, Westoak Animal Hospital and Animal Hospital of Oakville, both in Oakville, Ontario

- Care, handling, restraint, feeding and medications of hospital patients, primarily dogs and cats, but including rabbits and ferrets.

Independent marketing, website and database consultant, Kennedy Websites, Oakville, Ontario

- Website and database design, development and maintenance for a number of organizations

2000-2001

Internet Content Manager, National Marketing/Corporate Communications, Deloitte & Touche, Toronto, Ontario, [www.deloitte.ca](http://www.deloitte.ca)

- Developed business-to-business, market-driven content
- Redesigned site to align with corporate branding standards and messages

1997-2000

Realized a long-held personal dream to explore Caribbean, European and Mediterranean areas, including crossing the Atlantic Ocean, aboard small sailboats

1995-1997

Independent marketing and systems consultant, primarily to the Corporate Liaison & Information Centre, NetHold Services BV, Hoofddorp, The Netherlands

- Designed and developed a marketing database for pictures and program information related to the primary business of this multinational Pay-TV group, including complete data model architecture and presentation
- Managed implementation to the platform, Basis Plus on IBM RS6000
- Created web site architecture and design, coding, testing and implementation

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1986-1994	<p>Manager, Professional and Bookseller Marketing, College Division, Harcourt Brace &amp; Company Canada, Publishers, Toronto, Ontario</p> <ul style="list-style-type: none"><li>• Twice awarded "College Publisher of the Year" by the Canadian Booksellers Association (my largest client group), first in the inaugural year of the award and again the following year</li><li>• Developed and implemented novel distribution chain programs and systems to industry acclaim, which have since become industry standards (i.e.: inventory credit system; special order systems)</li><li>• Leader and speaker in numerous industry conferences, presentations and workshops</li><li>• Responsible for purchasing imported product - maintained divisional gross profitability above target levels</li></ul>
1984-1986	<p>Instructor II, Management Sciences and Statistics, Faculty of Management, University of Calgary, Calgary, Alberta (two-year contract)</p> <ul style="list-style-type: none"><li>• Lectured to in excess of 400 students annually in Operations Management at the 3rd year level and Statistics at the MBA level</li><li>• Polished presentation skills, both basic classroom and multimedia environments</li></ul>
1979-1984	<p>Various full and part time positions while attending university, including Hirst Consulting Ltd. (pension and benefits), Nourse Automotive (automotive paint and supplies), York University (teaching assistance, research) and office/administrative consulting (various contracts).</p>
1975-1979	<p>Production Coordinator, Researcher, Research Assistant, Administration, Marketing &amp; Promotion Group (now the Mosaic Group), and the Currie Lehman Group, both in Toronto, Ontario</p> <ul style="list-style-type: none"><li>• Developed, presented, produced internal and external promotions for a variety of Canadian and international consumer packaged goods manufacturers and marketers</li></ul>
<b>Designation</b>	<hr/> <p>RVT – Registered Veterinary Technician</p> <hr/>
<b>Education</b>	<ul style="list-style-type: none"><li>• 2006 Diploma in Veterinary Technology, St. Lawrence College, Kingston, Ontario - Received a National in-course Millennium Excellence Award for academic performance in 2004</li><li>• 1984 MBA, Operations Management and Management Information Systems, York University, North York, Ontario</li><li>• 1982 BA, Mathematics and Statistics for Commerce, York University, North York, Ontario</li></ul> <hr/>
<b>Personal Information</b>	<p>Volunteering – Maintain two websites for the Oakville Yacht Squadron and The Lake Ontario 300 Organizing Committee</p> <p>Languages – English and conversational French</p> <p>Hobbies – sailing, skiing, cooking, reading</p> <hr/>