

**PHAEDRA SERRANO**  
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## **SUMMARY**

Quick and accurate with ability to multitask and improvise. Highly motivated, attentive, capable and enthusiastic with experience in the following areas:

Public Relations  
Large Scale Promotions  
Basics of Real Estate, Law, TV, Radio and Construction

Generating Sales, Clients and Business  
Paralegal, Bookkeeper  
Account Management

Team Management  
Case Management  
Innovative Troubleshooting

## **CAREER HIGHLIGHTS**

Legal—Civil and Criminal Litigation, Business Law, Real Estate Law, Construction Law, and Contract Law

- Discovered information correlating with a legal rule, which was the keystone in a final court ruling and settlement exceeding \$5 million.
- Displayed confidentiality awareness with counsel preventing conflict of interest lawsuit from being filed.

Marketing/Advertising—TV, Radio and Print Media

- Brought in yearly ad contracts exceeding \$50,000 per month on a 3-month rush deadline pitching only to businesses that had been approached more than 3 times and declined participation.
- Led promotions team of 20 employees and delivered successful sales results to major radio corporation in multiple promotional events with audiences exceeding 20,000.
- Tracked record of quick return on all projects with high accuracy while multitasking and improvising.

## **PROFESSIONAL EXPERIENCE**

Sky diving Videographer—*Contract Position*

- Customer service, promotions, accuracy, timing, video and flying skills required

2013-2016

Legal Assist Now—*LLC Owner/Operator/Paralegal*

- Contracted ongoing work with over 50 attorneys.
- Conducted extensive legal research, deposition summarization, drafting of legal documents, and client and associate interviews.
- Strategized with county and state officials to determine successful outcome of projects.

2005-2013

Prime Properties—*Realtor/Property Manager*

- Managed, showed and processed move-in information for apartments and homes.
- Oversaw advertising and marketing and leasing of land and condominiums.
- Accurately completed all contracts and paperwork.
- Hired and trained employees.
- Administered development clients and prospected for new clients.
- Collaborated with banks, title companies, mortgage brokers and appraisers on all details.

2001-2005

WKDF Music City 103—*Radio Advertising and Promotions Executive*

- Personally generated over \$500,000 of business per year.
- Directed promotions team of 12 to determine best logistics and preparation for concerts and events exceeding 10,000 fans.

1999-2001

## **EDUCATION AND TRAINING**

BA, University of Arizona, Tucson, Arizona  
National Association of Legal Assistants Certified Paralegal  
Annual Continued Legal Education Courses  
Proficient in Microsoft Office and QuickBooks