

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

Skydiving 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