

# Elvia SERRANO

OFFICE MANAGER | Major Business Law

15+ yrs | Job industry: Legal - HR - Business / Web

SPANISH | FRENCH | ENGLISH

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NY, NY | Hudson | Bergen | Passaic | Essex County

## WORK EXPERIENCE

### ACTA Digital Services

Paris, France

#### Customer Relationship Management Manager - Internship

Sep 2021 - Jan 2022

- Analyzed customer data to uncover untapped upselling potential, succeeding in a 40% increase in upsell revenue and a 10% improvement in customer satisfaction
- Developed and fixed content marketing initiatives, coming in a 30% increase in lead generation and a 15% increase in customer retention
- Performed data-driven strategies and predictive analytics tools and CRM, optimizing customer targeting and boosting conversion rate by 15%

### EEMI - University projects - Workshops & Project Management

Paris, France

#### Head of digital projects

Oct 2019 - Sep 2021

- Directed project workflows by implementing agile methodologies and collaborating with cross-functional teams, resulting in a 25% reduction in project completion time and a 100% on-time and within-budget launch rate
- Orchestrated cross-functional teams of 17+ designers, developers, and marketers to launch websites fasted in a 26% increase in user acquisition and a 15% boost in revenue within 3 months
- Conceived and customized design solutions to address client requirements, achieving a 95% satisfaction rate and completing 20 successful projects within budget and timeline

### FTMS Law firm (Fischer, Tandeau de Marsac)

Paris, France

#### Legal Assistant

Feb 2019 - Aug 2019

- Simplified classification and presentation of files for the banking, financial, international, and litigation sectors, resulting in a 30% reduction in document search time and enhanced accessibility for cross-functional teams
- Executed comprehensive legal research and analysis, providing critical information needed to negotiate and finalize over 10 high-value vendor contracts, resulting in a 20% increase in revenue
- Support for lawyers in the preparation of documents for trials, hearings, and meetings
- Optimized planning and calendar management processes using automation tools and time-saving techniques with a 30% reduction in administrative time spent

### NOX GROUP

Paris, France

#### Corporate & Construction Law Legal Assistant

Mar 2017 - Jan 2019

- Modified status of more than 20 Group companies at the Commercial Court Registries
- Communicated of the statutes of all companies to the parties involved throughout the amendment process; a 20% increase in understanding and compliance of the parties involved

### ALLIANZ FRANCE

Paris, France

#### CFO internship

Oct 2016 - Mar 2017

- Led preparation and submission of ORSA and regulatory reports, interface with 7 cross-functional teams to gather data, analyze risks, and ensure adherence to regulatory guidelines, allowing 15% increase in efficiency and accuracy

### MAUPASSANT SERVICES (EIG of 12 companies)

Paris, France

#### Office Manager

Mar 2015 - Dec 2015

- Unified an innovative training program that delivered a 40% increase in new hire productivity and decreased onboarding time by 50% by combining interactive workshops and process
- Budgeted cost-saving measures by negotiating contracts with vendors, gaining in a 10% reduction in procurement expenses and annual savings of \$20,000
- Orchestrated the integration of an external receptionist call service; 50% reduction in missed calls and improved customer service experience
- Established transparent communication with key suppliers, leading to better relationships and an impactful 10% reduction in supplier disputes
- Accomplished comprehensive office security program through audits, policy development, and employee training; achieved 100% reduction in lost-time accidents and promoted safety awareness
- Obtained 8 thousand euros from a supplier contract over the previous year. Ensuring better performance for the current year and the future

<b>FINEXKAP Startup</b>	<b>Paris, France</b>
<b>Office Manager, Accounting interface &amp; HR assistant</b>	<b>Oct 2014 - Mar 2015</b>
<ul style="list-style-type: none"> <li>Supervised daily office operations, identified patterns and trends, and alerted the Partner-in-Charge, Executive Director, and/or Director of Human Resources of issues and opportunities for process improvement</li> <li>Managed the human resources department for 6 months, ensuring the recruitment and integration of new employees</li> <li>Designed an Excel system to guided employee tracking, increasing productivity by 15% through data-driven decision making for management and HR</li> <li>Led and evaluated a comprehensive recruitment process, hiring top-notch professionals in roles; organized and led orientation sessions, assigned roles, and facilitated practical onboarding training; 29% increase in employee retention within the first year</li> <li>Conducted the relocation project, coordinating all aspects of moving to new premises, including interior design and project monitoring; resulted in a 30% reduction in overhead costs and a 40% increase in workspace productivity</li> </ul>	

<b>KALLIOPE Law firm</b>	<b>Paris, France</b>
<b>Office Manager, Legal &amp; HR Assistant</b>	<b>Oct 2009 - Sep 2014</b>
<ul style="list-style-type: none"> <li>Reorganized budget to optimize office operations, streamlining procurement processes; delivered 15% cost control and 20% improvement in operational efficiency</li> <li>Spearheaded for the accounting department to ensure accurate and timely processing of bi-weekly customer and vendor invoices, streamlining, and reducing late payments and customer cash flow by 12%</li> <li>Harmonized the successful development and deployment of Jarvis software, optimizing invoice elaboration processes for renowned law firms transforming in significant time savings of over 40% and expanded productivity by 25%</li> <li>Collaborated with CEO and HR Director, reducing time to hire by 20% and doubling exceptional employee satisfaction</li> <li>Produced legal research, case summaries, trial files, and streamlined litigation follow-ups, improving client billing efficiency by 22% for the legal team</li> </ul>	

<b>PUBLICIS</b>	<b>Paris, France</b>
<b>Training manager &amp; HR assistant in Social Law</b>	<b>Oct 2008 - Mar 2009</b>
<ul style="list-style-type: none"> <li>Coordinated comprehensive training orientations for over 700 employees and unified administrative processes for PTP, CPF and company-wide initiatives; reduced integration time by 25%; preparation of training materials for employees</li> <li>Prepared legal research on dismissals, training rights &amp; paid leave</li> </ul>	

## EDUCATION

<b>Cornell University - New York</b>	<b>New York, NY</b>
<ul style="list-style-type: none"> <li><i>Communication 360 - In progress</i></li> <li><i>Psychology of Leadership - Certification</i></li> </ul>	<b>2023 - Present</b>
<b>EEMI</b>	<b>Paris, France</b>
<i>Digital Project Management</i>	<b>2020 - 2022</b>
<b>ENADEP-ESAS - CAP - Major in Legal procedures</b>	<b>Paris, France</b>
<b>UNIVERSITY OF HOUSTON DOWNTOWN - English Language Institute (ELI)</b>	<b>Houston, Texas</b>
<b>ASSAS Paris II, Sorbonne University</b>	<b>Paris, France</b>
<ul style="list-style-type: none"> <li><i>LLM in French and International Business Law (Master Degree) *DSU</i></li> </ul>	
<b>University of Michoacan de San Nicolas de Hidalgo (UMSNH)</b>	<b>Mexico</b>
<i>Business Lawyer</i>	

## SKILLS & OTHERS

TEAM BONDING: managed a 17 member cross-functional (designers, developers, sales, marketing, support members) team and coordinated with six business partners toward the successful launch of an e-commerce platform

PROFICIENT MICROSOFT OFFICE SUITE & related software

SOFTWARE: UX/UI : Web Development Project, Microsoft Office Suite or related software, Google Suite/Slides

ADOBE CREATIVE: Photoshop, InDesign, Illustrator, Canva, Figma, Trello

MARKETING: CRM-Hubspot Certified, Inbound Marketing, Sales Hub Implementation, Sales Software - Inbound

Multi-tasking abilities by priority: good with management, colleagues, customers, and suppliers