



Paul Prado Pacardo

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SENIOR EXECUTIVE ASSISTANT

Results-driven senior executive assistant with 10+ years of experience supporting C-level leadership across digital marketing, financial technology, project management, and operations. Known for building efficient systems, keeping executives organized and informed, and managing complex workflows across multiple clients and teams simultaneously. Equally comfortable drafting executive communications, owning a CRM, automating repetitive processes, or producing financial reports, whatever keeps the operation running smoothly.

KEY COMPETENCIES

Scrum Management	Billing and Collection	Resource Planning	Data Analysis
Agile Management	Financial reporting	Leadership	Quality Management
Waterfall Management	Strategic Planning	Effective Communication	Marketing Management
Client relationships	Project Management	Change management	Stakeholder management
Digital Marketing	Ticket Management	Goal Management	Operations management

PROFESSIONAL EXPERIENCE

Plan Left LLC - Digital Marketing Company

January 2024 - April 2026

Senior Executive Assistant & Operations Project Manager

Serve as the primary operational and administrative support to senior leadership at a Nashville-based digital marketing and web development agency, managing day-to-day executive functions while overseeing cross-functional project workflows.

- Executive & Administrative Support
 - Manage executive calendars and scheduling across 15+ active client accounts and an internal team of 10+ stakeholders, resolve conflicts, and ensure leadership is prepared and on time for all engagements.
 - Handle high-volume email correspondence on behalf of leadership. Drafting, triaging, and following up to keep inboxes at zero.
 - Prepare and organize documents, reports, meeting minutes, and presentations for internal and client-facing use.
 - Coordinate travel logistics, book accommodations, and prepare detailed itineraries for executive travel as needed.
 - Act as a central point of contact for clients, vendors, and internal teams. Fielding inquiries and routing communications appropriately.
- CRM, Data & Operations Management
 - Maintain and update project and client records across CRM platforms (HubSpot, GoHighLevel) and project management tools (Jira).
 - Perform data entry, organize internal databases, and prepare trend-based reports from financial and operational data to support executive decisions.
 - Process and track invoices, vendor payments, and expense reports; coordinate with accounting to ensure timely and accurate records.
 - Research industry best practices, tools, and competitor insights to prepare comparative analysis reports for leadership.
- Digital Marketing & Content Coordination
 - Support marketing campaigns by maintaining content calendars, coordinating asset delivery, and tracking campaign milestones across multiple client accounts.
 - Manage account profiles and update listings across digital platforms, including CRM tools and marketing automation systems.
 - Liaise with creative and development teams to ensure client deliverables meet quality standards and are delivered on schedule.

- Process Improvement & Reporting
 - Developed and implemented SOPs for recurring administrative workflows, reducing manual effort and improving team efficiency.
 - Leveraged Google Apps Script to automate reporting, reducing manual reporting time by several hours weekly, and data aggregation tasks, including Jira/Tempo-integrated utilization reports delivered weekly to leadership.
 - Produced monthly financial reports using QuickBooks and Stripe, supporting leadership review of \$150,000.00 in monthly revenue

Foxhole QA

January 2020 - December 2023

Producer / Project Manager

Led international project operations across a portfolio of 30+ digital projects, including websites, mobile apps, and web AR/VR experiences. Managed end-to-end delivery from scoping through launch, coordinating cross-functional teams, budgets, and vendor relationships. Applied Agile, Scrum, and Waterfall methodologies depending on project needs. Consistently delivered on time while maintaining quality standards and stakeholder alignment.

- Gained an immersive understanding of the practices and skills needed to succeed in an advanced-level project management role.
- Learned how to create effective project documentation and artifacts throughout the various phases of a project.
- Learned the foundations of Agile project management, with a focus on implementing Scrum events, building Scrum artifacts, and understanding Scrum roles.
- Practiced strategic communication, problem-solving, and stakeholder management through real-world scenarios.
- Project Planning and Initiation:
 - Collaborate with stakeholders to define project objectives, scope, and deliverables.
 - Develop comprehensive project plans, including timelines, resource allocation, and risk assessment.
 - Obtain necessary approvals and ensure alignment with organizational goals.
- Project Execution and Monitoring:
 - Lead project teams and coordinate activities to ensure smooth project execution.
 - Monitor progress against the project plan, identify and address deviations promptly.
 - Provide regular status updates to stakeholders and management.
- Resource Management:
 - Identify and allocate resources required for project implementation.
 - Coordinate with department heads to ensure the availability of required resources.
- Risk Management:
 - Identify potential project risks and develop mitigation plans.
 - Proactively address issues that may hinder project progress.
- Application End-to-End Development
 - Ensures the end-to-end delivery of business needs from project ideation to implementation. Works with the business units and provides significant inputs to the definition and maintenance of the client's overall IT strategy covering projects and business-as-usual (BAU) system enhancement requests.
 - Defining User Stories and Acceptance Criteria by breaking down project features into user stories which outline functionalities from the user's perspective
 - Prioritization and backlog management in collaboration with developers, prioritizes user stories based on business needs, dependencies, and development effort. This ensures the most critical features are developed first while maintaining a clear development roadmap.
 - Conduct technical feasibility assessment which involves discussing potential technical challenges, proposing alternative solutions, and ensuring the project stays within the defined technical scope.
- Quality Assurance:
 - Ensure project deliverables meet the established quality standards.
 - Implement and adhere to relevant processes and quality assurance measures.
- Communication and Reporting:
 - Facilitate effective communication among team members, stakeholders, and external parties.
 - Prepare and present project status reports to senior management.
- Budgeting and Cost Management:
 - Develop and manage project budgets.
 - Monitor project expenses and take corrective actions to keep the project on budget.
- Change Management:
 - Handle project scope changes, ensuring proper assessment and approval procedures are followed.
- Project Management Methodologies:
 - Demonstrated experience applying various project management methodologies, including Agile (Scrum, Kanban) and Waterfall.
 - Adept at tailoring project management approaches to best suit project needs and client preferences.
 - Proven success in leading projects using Agile methodologies to deliver high-quality results in an iterative and flexible manner.

- Managed project scope and timelines:
 - Collaborated with stakeholders to define project objectives, scope of work, and key deliverables, ensuring alignment with client needs and project goals.
 - Developed and maintained project schedules, tracking progress against timelines and proactively identifying and mitigating potential delays.
- Ensured high-quality production:
 - Implemented quality assurance measures throughout the project lifecycle, including defining quality standards, conducting reviews, and ensuring deliverables met those standards.
 - Worked closely with creative teams to identify and address any potential quality issues early on, minimizing rework and ensuring a smooth production process.
- Vendor Management:
 - Identified and sourced qualified vendors based on project requirements and budget constraints.
 - Negotiated contracts, managed vendor relationships, and ensured timely delivery of services according to agreed-upon terms.
- Resource Allocation and Team Management:
 - Assessed project needs and allocated appropriate resources (personnel, equipment, software) to ensure efficient project execution.
 - Led and motivated project teams, fostering collaboration and clear communication to achieve project goals.
- Client Relationship Management:
 - Built and maintained positive relationships with clients, acting as a primary point of contact and fostering open communication throughout the project.
 - Proactively addressed client concerns, managed expectations, and ensured client satisfaction with the final deliverables.

City View Blinds

February 2018 - December 2019

Credit and Collections Manager

Adept Credit and Collections Manager with a proven track record of maximizing cash flow and safeguarding the financial health of a construction firm. Meticulously managed the entire credit-to-cash cycle, ensuring timely collections and minimizing bad debt

- Accounts Receivable Management and Reporting:
 - Effectively communicated with clients regarding accounts receivable status and processed payments in a timely manner, consistently recovering substantial sums monthly, contributing significantly to the company's financial well-being.
 - Prepared detailed reports on accounts receivable and printed aging reports to monitor payment trends and outstanding balances.
 - Implemented strategic process improvements (e.g., automated reminders, early intervention strategies) that significantly improved collection efficiency.
- Clerical Support, Record-Keeping, and Internal Collaboration:
 - Performed essential clerical duties such as sorting and filing documents to ensure accurate record-keeping and organization.
 - Recorded customer payments accurately by posting cash and check collections in the system to maintain up-to-date financial records.
 - Collaborated with internal departments (e.g., accounting, sales) to coordinate collection activities and ensure seamless communication regarding outstanding accounts.
 - Scheduled collection activities to streamline debt recovery processes efficiently.
- Credit Risk Management and Collection Strategies:
 - Monitored and analyzed the credit-worthiness of accounts, providing recommendations for appropriate actions to maintain financial stability.
 - Analyzed aging reports to determine collection strategies and implemented effective actions to recover outstanding debts promptly.
 - Developed a comprehensive creditworthiness assessment process, leading to a notable reduction in past-due invoices.
- Financial Controls and Team Performance:
 - Assisted in implementing and maintaining robust internal controls, minimizing the risk of fraud and ensuring regulatory compliance.
 - Provided coaching and mentorship to collections staff, fostering a results-oriented environment that consistently exceeded collection targets.
- Dispute Resolution: Successfully mediated and resolved customer disputes regarding invoices and charges, maintaining positive client relationships while safeguarding company interests.
- Policy and Procedure Development: Contributed to the development and implementation of effective collection policies and procedures, ensuring compliance and optimizing collection efforts.
- Technology Implementation and Utilization: Championed the adoption of new technologies (e.g., collection software, automated communication tools) to streamline collection processes and enhance efficiency.

Subject Matter Expert (Financial Technology) with 5 years of experience providing exceptional client support for Intuit's financial software (TurboTax, Quicken, Quickbooks). Skilled in resolving complex financial inquiries, training teams, and overseeing technical projects. Proven ability to manage project finances, ensure regulatory compliance (KYC, AML, BSA, GLBA), and mitigate cybersecurity risks.

- Technical Solutions and Software Development
 - Recommended technical solutions and identified software development requirements.
 - Document Management Systems
 - Cost-Benefit Analysis for Large-Scale Projects
 - Core Banking System Integration Project
 - Importance of stakeholder management across departments (IT, Operations, Business Units), data migration strategies, rigorous testing phases, and ensuring minimal disruption to ongoing banking operations.
 - Project Governance Frameworks (COBIT, COSO)
 - We use frameworks like COBIT (Control Objectives for Information and Related Technologies) and COSO (Committee of Sponsoring Organizations of the Treadway Commission) provide a structured approach to project governance, ensuring alignment with organizational goals, risk management, and regulatory compliance. Highlight your experience with specific frameworks used in financial institutions.
 - Mitigating Cybersecurity Risks
 - Highlight proactive measures like conducting security assessments, implementing vulnerability management programs, and having a well-defined incident response plan.
 - Business Continuity Planning (BCP) and Disaster Recovery (DR)
 - Conducting risk assessments to identify potential threats, developing BCP and DR plans to address those threats, and regularly testing these plans to ensure their effectiveness.
 - Provided subject matter expertise and guidance to IT developers throughout the software development life cycle.
 - Oversaw the development, testing, and implementation of technical solutions to ensure alignment with defined requirements.
 - Verifying customer identity to prevent money laundering and terrorist financing. (KYC - Know Your Customer)
 - Regulations to prevent criminals from laundering money through financial institutions. (AML - Anti Money Laundering)
 - U.S. law requires financial institutions to report suspicious activity to prevent money laundering. (BSA - Bank Secrecy Act)
 - U.S. law protecting consumer financial information privacy. Gramm-Leach-Bliley Act (GLBA) Regulatory Compliance Management Software
 - Manages compliance requirements specific to the financial industry, ensuring adherence to regulations throughout the project lifecycle.
 - Earned Value Management (EVM) Tools
 - We streamline the process of tracking project performance by comparing planned value (budget) with earned value (completed work) and actual cost (money spent).
 - Robotic Process Automation (RPA)
 - Utilizing RPA tools can automate repetitive tasks within financial projects, improving efficiency and reducing human error.
- Accounting and Financial Management
 - Managed all accounting transactions and prepared budget forecasts.
 - Published financial statements within designated timelines and facilitated monthly, quarterly, and annual closings.
 - Reconciled accounts payable and receivable, ensuring timely bank payments and accurate balance sheet maintenance.
 - Conducted financial audits, upheld data confidentiality standards, and performed database backups as needed to comply with financial policies and regulations.
 - Basic Accounting:
 - Revenue, Expenses, Profit, Loss, Assets, Liabilities, Equity, Accounts Payable, Accounts Receivable
 - Financial Statements:
 - Balance Sheet, Income Statement, Cash Flow Statement
 - Investment Analysis
 - Capital Expenditure (CapEx), Payback Period, Discounted Cash Flow (DCF) Analysis
 - Time Value of Money
 - Present Value (PV), Future Value (FV), Net Present Value (NPV), Internal Rate of Return (IRR)
 - Financial Ratios
- Liquidity Ratio (Current Ratio, Quick Ratio), Solvency Ratio (Debt-to-Equity Ratio), Profitability Ratio (Return on Equity - ROE, Net Profit Margin), Efficiency Ratio (Inventory Turnover)

APPLICATION / TOOLS

- ClickUp
- Asana
- Trello
- Smartsheet
- Notion
- Slack
- Apps Script
- Fireflies
- Notion
- GitHub
- Jira / Confluence
- Breezy HR
- Monday.com
- Pipedrive
- Loom
- Tempo
- Quicken
- Quickbooks
- TurboTax
- Stripe
- Google Suite
- MS Suite
- Nickel
- Wise
- Salesforce
- Hubspot
- GoHighLevel
- Freshdesk
- Freshchat
- Lead Connector

TYPES OF PROJECTS

- Website
- Mobile Applications
- E-commerce Platform
- Email Campaigns
- Banner Ads
- Web AR/VR
- Nonprofit
- Ad Services
- Digital Marketing

PROJECT REFERENCES

[SprintFWD](#)

- XPASS
- XPlus
- PureBarre
- StretchLabs

[Yuga Labs](#)

- Jimmy The Monkey
- Dookey Dash Unclogged

[Google](#)

- Google Creative Labs
- Google Translate
- Google Voice

[TextNow](#)

- Call Feature
- Text Feature
- International and Local

[Motionstrand Digital](#)

- Stone Brewing
- The Bridge to Recovery
- HeyLaika.com
- aviditybiosciences.com
- Stone | Drupal 9 Migration
- TuneTX
- AmWins Website Storefront & Gated Content
- Empire Cat
- UnspokenSymphony

[Tool of North America](#)

- Coke Studio
- Coke Ultimate
- Starbucks - Kindness Is All Around
- Coachella Immersive Experience
- Pizza Hut WebAR PacMan
- HBO Max

[Toaster](#)

- Flexport - Supply Chain Logistics Platform
- Instagram Filter - Lunar New Year
- Matrix42 - TSM Platform
- Be Internet Citizen
- Primasun
- YouTube FanFest
- YouTube 10
- APAC In Action
- Google Security
- DEI Hubsite
- Real time Quoting App
- Google | Velocity Program
- Footy Skills Lab

[Centerline Digital](#)

- Broadcom Mainframe
- Lumen Telling a Story with Data Interactive
- IBM Partner Ecosystem Cloud Interactive Playbook
- Broadcom Project Green Speed 2.0
- IBM Cloud | ICCT Assessment Tool
- Kyndryl Interactive
- IBM NA Ecosystem Build Infographic

[Abelson Taylor](#)

- ING Dosing Banner Ads
- Hizentra PFS Promo Video Banners
- I Choose IDELVION Patient Testimonial Banner
- Hizentra CIDP Guidelines HCP
- G1 Cardinal Health Email

PROJECT PORTFOLIO

Project Manager

[2026 Project Portfolio](#)

EDUCATION

Ateneo De Naga University (2012-2016)

Bachelor's Degree in Information Technology

CERTIFICATION

Google Project Management: [Professional Certificate](#)

Gemini in Google drive: [Gemini Google Cloud](#)