

# ADRIA MASFERRER

## SUMMARY OF QUALIFICATIONS

Strategic thinker possessing dexterity to analyze, prioritize and organize under pressure, while maintaining a pro-active professional demeanor exemplifying the highest level of integrity and confidentiality. Savvy, motivated, energetic gatekeeper able to anticipate employer's needs, function independently and delegate wisely, without disturbing employer. Polished individual with exceptional project management, problem solving, and diverse leadership skills. Outstanding team player, able to tactfully and effectively interface with a wide range of individuals utilizing vision and meticulous attention to detail. Ready to travel without notice and prepare team for same.

### Core Competencies:

- "Right-Hand" for High Profile Individual
- Contract Negotiations/Vendor Management
- Staff Training/Presentations
- Project Management
- Scheduling/Budget Management
- VIP Guest Relations Liaison
- Business Development
- Event Planning/Strong Culinary Background
- Talent Management
- Media and Press Releases
- Executive Career Development and Coaching
- Academia Cultural Affairs Coordination

## PROFESSIONAL EXPERIENCE

### Confidential Employer, Newport, RI, New York, NY & Coral Gables, FL

2012 - 2015

#### ESTATE MANAGER/PERSONAL ASSISTANT

Estate Manager for a high-net-worth entrepreneurial executive. Personal assistant to principals. Administrator of family office and liaison to corporate office. Managed business and personal calendars, email and correspondence. Hired, trained and managed household staff including the review and evaluation of background and credit check reports. Responsible for staff payroll and scheduling of vacation time and holiday coverage. Simultaneous management for all aspects of three luxury estates located in Newport, RI, New York, NY and in Coral Gables, FL. Attend to the needs of principals and guests at the highest level of inconspicuous service, while managing household and nursing staffs for both residences on a daily basis. "Step-in" when necessary to cover any task. Implemented and standardized daily operating procedures for staff of 14 employees to ensure quality, security and confidentiality. Hired and trained all new personnel. Interviewed and supervised all outside contractors. Managed all household accounts. Stocked and maintained meticulous inventory of wine cellar. Worked closely with private chef to ensure daily expectations were met and weekly menus created. Scheduled and attended weekly meetings with principals and staff i.e., nurses, groundskeepers, maintenance, vendors etc. Arranged and monitored fleet of automobiles and yacht, including service/maintenance records. Scheduled travel arrangements with private chauffeurs, pilots and captains. Traveled ahead of principals to prepare property for their arrival. Ensured staff was up to speed on any necessary changes or service requirements. Interfaced with architects and interior designers when needed in order to supervise any structural or creative changes made to either property. Monitored all aspects of security utilizing smart home systems. Managed accounts payable for vendors and staff to include nurses' payroll. Working knowledge of Federal Fair Labor Standard Act. Handle all aspects of media, press, and charity events.

### Confidential Employer, East Hampton, NY, New York, NY & Greenwich, CT

2007 - 2012

#### ESTATE MANAGER/PERSONAL ASSISTANT

Executed the overall management of doctor's multiple homes located in East Hampton, New York, New York City and Greenwich, CT. Managed all household budgets. Hired all domestic staff and maintenance personnel for all properties. Present at property when principal unavailable to supervise and direct contractors, developers and construction staff with home special projects. Managed rental of East Hampton summer home. Scheduled preventive maintenance for the homes, autos and boat. Met with external household services and vendors. Ensured all homes were always supplied with principal's preferred items. Managed the office staff and the day-to-day operations. Supervised the billing and collections departments. Responsible for business and financial affairs of the practice, as well as the fiscal management in conjunction with the CPA. Developed and implemented office procedures. Ensured medical practice compliance with all health care regulatory agencies and the rules governing such accrediting agencies. Liaison between the practice and global health organizations. Maintained professional affiliations and memberships to remain current in the latest healthcare trends and developments. Resolved administrative issues by communicating with staff to ensure high employee morale and professional

ambiance. Provided support with personal business matters such as, organizing travel arrangements, bookkeeping, event planning and personal calendar.

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**National Basketball Players Association (NBPA), New York, NY** 2004 – 2007  
**FIRST ASSISTANT TO THE GENERAL COUNSEL, ASSOCIATE COUNSEL, AND DEPUTY COUNSEL**

Assisted with contracts, litigation, legal correspondence, memos and files, arbitration and grievances for professional basketball players in a fast-paced working environment. Multi-tasked, managed and maintained all legal communication and files for players. Prepared and submitted immigration advisory letters for international players to obtain United States legal status. Prepared presentations to support counsel staff. Maintained counsel's calendar, scheduled conference calls and NBA meeting requests, handled meeting conflicts and prioritization issues. Arranged aspects of monthly trustees meetings, including catering and audio/video conferencing. Trained interns/temporary staff in office procedures.

**National Basketball Players Association (NBPA), New York, NY**

**ASSISTANT DIRECTOR**

Managed career development programs while assisting Director and Career Development Counselors. Provided educational assistance and guidance for basketball player's executive career development. Managed and updated player information for Intranet database to ensure current and accurate information. Arranged and scheduled weekly conference calls with counselors. Coordinated and executed meetings with players and counselors to address important issues and provide recommendations to support career development program. Researched business school programs at the university level and acquired school literature and applications to assist in the continuing education program.

**Benvenuti Public Relations (Boutique Public Relations – Hospitality Industry), New York, NY** 2002 – 2004

**DIRECTOR, NEW BUSINESS DEVELOPMENT**

Directed, developed, and finalized contract negotiations for new clients. Pitched online, print, and broadcast media for feature story placements. Coordinated press parties including logistics, cross promotions and direct mail promotions. Scheduled and conducted monthly meetings with clients to maintain client relations. Designed, evaluated and reviewed media kits. Created and designed comprehensive presentations outlining detail of events for clients. Conceptualized and executed restaurant openings. Coordinated and edited press releases and developed media lists tailored to individual client needs. Increased annual revenue fees by approximately \$450,000.00.

**Miami International Film Festival, Miami, FL** 2002 – 2002

**INDEPENDENT PROJECT CONSULTANT**

Assisted Cynthia Newport, Director of film festival documentary "Dance Cuba, Dreams of Flight", with the design, creative event planning and development of opening night screening. Scheduled and arranged press releases, theater releases and independent screenings. Structured and compiled VIP list of 350 guests. Coordinated Miami reception dinner, travel and hotel accommodations for actors, crew and professional staff. Directed all media relations to ensure successful press coverage for gala event on opening night and organized the distribution of press releases and media kits.

**Miami Dade Community College, Miami, FL** 2000 – 2002

**FIRST DIRECTOR ASSISTANT, CULTURAL AFFAIRS**

Assisted in management of creative educational events and activities, grant application process to support the college's culture program, department meetings, calendars for top staffers and participating artists from abroad, as well as the college's donor and member database. Served as liaison between talent managers and directors to negotiate performance contracts.

**ThisPlay, Inc. (Talent Management Agency), Miami, FL** 1995 – 2000

**PARTNER/OPERATIONS MANAGER**

Launched successful boutique talent agency. Booked and promoted all talent, including Gloria Estefan, Celia Cruz, Albita, Carlos Vives, Lucy Pereda, Chef Pepin and others. Developed press releases and biographies; scheduled media events, negotiated contracts, hired and supervised freelancers and production crews for concerts in local, national and international venues.

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## Office of Maurice Ferre (Mayor and Vice-Chairman, of the Dade County Board of Commissioners)

1986 – 1995

### **SENIOR EXECUTIVE ASSISTANT**

Oversaw general administrative functions of the Mayor's office, including preparation and coordination of Mayor's calendar and community activities, speaking engagements and conferences, communication with constituents, agencies and staff. Served as interpreter with the Hispanic community. Spearheaded re-election campaign, including overseeing contributions, campaign appearances and other special activities. Protected and coordinated confidential information with integrity.

## EDUCATION

### Florida International University

Miami, FL

Bachelor of Science

## Key Strengths & Specialized Skills

Exceptional, dedicated, proactive, take-charge bilingual professional. Impressive acumen in all areas of fine estate and executive administrative management. Exceedingly organized, meticulous and detail-oriented, providing outstanding personal service and ensuring clients' every need is met. Nimble, discreet, unobtrusive, confident with an outgoing personality and professional disposition. Excel in environs requiring precise attention to detail. Creative and resourceful problem solving and decision making, with hands-on proficiency directing and managing household staff, vendors and contractors. Reliable and competent allocation of home finances, cost-savings minded. Ability to stand-in for staff to ensure uninterrupted running of services. Expert contract negotiator, detailed budget and maintenance planning. Keen understanding of proper service etiquette and handling of fine art and furnishings.

## AFFILIATIONS

### **PROFESSIONAL:**

Domestic Estate Managers Association  
International Association for Private Service Professionals  
High-Net-Worth Investors  
Family Offices Group  
Salvation Army New York Scholar Program  
Miami International Film Festival, Jr. Associate

### **NON-PROFESSIONAL:**

American Cancer Society (La Liga Contra el Cancer)  
American Cancer Society of New York City - Volunteer  
United Cerebral Palsy of New York City - Volunteer  
Miami Dade International Book Fair - Volunteer

\*References available upon request.