

# Fernanda Cruz



## Job Title

Attorney

## Age

25 to 34 years

## Highest Level of Education

Master's degree (e.g. MA, MS,

## Social Networks



## Industry

Investment

## Organization Size

1-10 employees

## Preferred Method of Communication

- Phone
- Social Media
- Face-To-face
- Email
- Text Messaging

## Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems
- CRM Software
- Email
- Word Processing Programs
- Business Intelligence Dashboards

## Job Responsibilities

people management, legal assitant,

## Their Job Is Measured By

productivity, number of legal assist

## Reports to

CEO

### Goals or Objectives

legal assistant, legal consulting

### They Gain Information By

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### Biggest Challenges

- Navigating Client Relationships & Communications
- Communication
- Professional Development
- Project Management & Disorganization
- Problem Solving & Decision Making