

## SORCHA BRADY

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### Personal Profile

I am currently completing my Bachelor of Civil Law at UCD. I have already passed four FE1 examinations, and I will be completing the remaining four in the coming year. I am employed as a part-time paralegal at a busy Dublin law firm, specialising in criminal and civil litigation and public law, where I have gained valuable hands-on experience. I am a dedicated and hardworking individual with a wide range of experience and acute commercial awareness. As a strategic and creative thinker, who worked for several years in the advertising industry, I enjoy problem-solving, but I also thrive in high-pressure environments. I bring a great sense of self-discipline, awareness, and preparedness while always remaining professional.

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### Employment History

#### Paralegal / July 2020 – Present

#### MacGuill & Co, Dublin

- Assisting in various cases, including personal injuries, commercial matters, disciplinary tribunals, medical negligence, criminal matters, and supporting associates in judicial review applications against government departments and professional bodies.
- Initiating freedom of information requests, reviewing medical files, and drafting relevant documentation, such as affidavits of discovery and replies to notice of particulars.
- Managing ongoing applications for environmental information under the AIE regulations, a novel area of law for the firm, including corresponding with clients and public bodies, and drafting applications/responses for internal reviews.
- Attending client consultations and various courts, including the High Court, Court of Appeal, and Supreme Court for criminal matters, which included liaising with the court service, prosecuting solicitors, and Gardaí.
- Carrying out extensive legal research in areas such as extradition, Covid-19 legislation, and environmental law.
- Assisting in the billing of European Court of Human Rights cases and attending monthly file review meetings, gaining insight into the commercial side of running a practice.
- General litigation experience, including reviewing books of evidence and discovery, corresponding with clients, organising the swearing and issuing of documents, preparing books for court and counsel, and ensuring files are updated for court.

#### Work Experience / March 2020

#### Hodge Jones & Allen Solicitors, London

- Gained experience in various criminal cases, including terrorism, assault, theft, and the proceeds of crime.
- Assisted with trial preparation by collating documents, such as police interview transcripts, and drafted attendances for arraignments, pre-trial hearings, and client consultations.

#### Account Manager & Senior Account Manager / January 2016 – September 2018

#### Boys + Girls, Dublin

Ireland's largest independent and multi-award-winning creative agency. As Senior Account Manager, my core responsibility was to manage and nurture my client group relationships with a high level of service.

- Managed senior client relationships in various sectors, including Aldi, ŠKODA, Diageo, and Barnardos, to plan communications based on the client's business objectives and budget.
- Recipient of client briefs to the agency and worked with the creative and strategic teams to identify the target audience, opportunities, and challenges within the market.

- Presented as the agency lead on campaign plans and creative responses to senior clients and new business opportunities, which resulted in the acquisition of two new accounts, growing our group's revenue considerably.
- Implemented post-campaign analysis to prove the effectiveness of a campaign by providing data, campaign results, and objectives and proving results were not down to other factors.
- Ensured all advertising was compliant with the Advertising Standards Authority for Ireland code, European advertising code, and broadcast laws.
- Liaison for the interagency senior contacts and successfully developed improved ways of working for the client, improving both efficiencies and relationships.
- Developed and negotiated scopes of work and contracts with new and existing clients.
- Responsible for monthly group billing meetings and financial reporting, both internally and externally to clients.
- Supervised the career development and workload of Account Executives and Interns.

### **Account Manager / March 2015 – December 2015**

**Atomic, Dublin**

An independently owned business delivering brand, strategy, and creative solutions to clients. My primary client was Audi Ireland, the largest client in the agency in terms of revenue.

- Responsible for managing multi-platform integrated marketing strategies across a number of media channels for brands such as Audi, Salesforce, and UCD Michael Smurfit School.
- Led and managed the delivery of relevant presentations and conducted project-related meetings.
- Worked with production teams to ensure tight production schedules and key milestones were achieved on time and on budget.
- Monitored and evaluated campaigns to guide future campaigns.
- Planned the PR of the agency and updated specific publications on the agency's latest work.

### **Education**

- 2018 – 2022**      **Bachelor of Civil Law**, UCD, Dublin.  
Current GPA 3.73 (1<sup>st</sup> Class Honours) ranked 6<sup>th</sup> in a class of 112 students.
- 2010 – 2011**      **Advanced Diploma Event Management**, Independent Colleges Dublin
- 2002 – 2008**      **Leaving Certificate**, St. Raphaela's Secondary School, Dublin.

### **Interests and Achievements**

I am a fully qualified Pilates instructor and work, on a part-time basis, with clients on their fitness objectives and rehabilitation needs.

I volunteer with the Dublin Society for Prevention of Cruelty to Animals and Feed Our Homeless in my spare time.

I was selected by the Institute of Advertising Practitioners in Ireland to serve on a sub-committee, The Future Heads, which works to understand the needs and challenges facing young graduates and recruits in the advertising industry.

### **Additional Education**

**Human Rights Institute Certificate - 2019**  
Fordham University, New York

**BASI Pilates Certificate – 2019**  
Body Arts and Science International, Dublin

**European Advertising Certificate - 2017**  
The European Association of Communications Agencies.

**References** Available on request.