



Communications & Events Past Performance



Project Name: Miami-Dade Expressway Authority

Scope of Services: Public Affairs – brief county and municipal officials on MDX work plans; media relations – all dealings with news media, crisis management.

Project Value: \$722,202

Contract Type: Negotiated/T&M

Role: Subcontractor



Project Name: Miami Downtown Development Authority Homeless Issues

Scope of Services: Media and community relations to promote City of Miami initiatives for the homeless and change negative public perception.

Project Value: \$32,000

Role: Prime Contractor



Project Name: Florida Power & Light

Scope of Services: Media and community relations on corporate issues, proposed new power plant and proposed additional nuclear generators.

Project Value: \$3,200,000

Role: Prime Contractor



Project Name: Client Media Liaison with U.S. Secret Service

Scope of Services: For Archdiocese: Daily liaison with Secret Service on all news media issues regarding the president and pope's meeting in Miami; credentialed more than 3,000 members of the media.

U.S. Sugar: Stage rallies around presidential visits; liaison with Secret Service regarding client's activities, media access, etc.

Project Value: Archdiocese: \$110,000; U.S. Sugar: \$350,000

Role: Prime Contractor



Project Name: Client Media Liaison with U.S. Coast Guard

Scope of Services: Daily liaison with the U.S. Coast Guard for media relations, acting as ship owner's representative on the offshore grounding of the chemical tanker Igloo Moon.

Project Value: \$19,987

Role: Subcontractor

Contact Us

Chicago

5018 W. Armitage Ave.
Chicago, IL 60639



773.656.8728

Miami

1221 Brickell Ave., Suite 730,
Miami, FL 33131

305.372.1968

www.serranomediagroup.com

 @serranomediagroup
 @serranomedia



Video Production Past Performance



UNIVISION | World Cup Opening

Directed and produced 2002 and 2010 Opening for World Cup. Utilized green screen technology camera crew, Red Camera, make up, set design.

Project Cost: \$540,000

Scope: Video Prod. & Editing | Animation | Graphics

Role: Subcontractor



Customs and Border Protection (CBP) | PSAs

Videographer (on site filming), and editing services for PSAs.

Project Cost: \$50,000

Scope: Produced, Directed and edited PSAs

Contract Type: Firm Fixed Price (FFP)

Role: Subcontractor



Western Union | Digital Campaign

Video production/editing, animation and graphic design for documentary, PSAs/Commercials and digital campaign. Live streaming event (Tricaster 850, Extreme recording/switching system, multi camera set-up.

Project Cost: \$160,000

Scope: Video Prod. & Editing | Animation | Graphics

Role: Prime Contractor



Stanley® Tools

Director, producer, video production/editing, animation and graphic design. Created combinations of live and post production videos (100) that went viral within 5 hours of being aired.

Project Cost: \$100,000

Scope: Live and post production videos

Role: Prime Contractor



Staffing Past Performance



Miami-Dade County, FL

Professional staff augmentation and recruiting services for Miami-Dade County, the largest County Government in the Southeast U.S. during this multi-year contract.

Project Cost: \$60,000,000

Scope: Government Staffing and Recruiting Services

Role: Prime Contractor



CareerSource Corporate Office, FL

Professional, integrated talent solutions to support this Agency's mission of helping businesses find, develop and keep talented employees during this multi-year contract.

Project Cost: \$20,000,000

Scope: Government Staffing and Recruiting Services

Role: Prime Contractor



City of Miramar, FL

Professional staff augmentation and recruiting services for all City of Miramar municipal government divisions during this multi-year contract.

Project Cost: \$3,000,000

Scope: Government Staffing and Recruiting Services

Role: Prime Contractor



City of Miami, FL

Professional staff augmentation and recruiting services for the City Manager's Office summer reading program.

Project Cost: \$622,000 (Year-to-date)

Scope: Government Staffing and Recruiting Services

Role: Prime Contractor