



Alexandra D. Bernardez

Golden Era Media Producer & Strategic PR Consultant

Executive TV Producer Artisan & Writer

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References & Portfolio

In my experience, Alexandra is an enthusiastic, resourceful, and dedicated ally in the cause to bring greater compassion and awareness into our culture. She radiates a refreshing sense of positivity. I've found her to be dependable and forthright in her actions, and creative in her approaches to reaching the public and building networks and alliances.

Sincerely,

Dr. Will Tuttle

Award Winning Peace Humanitarian and Music Composer

Best Selling Author of ***"The World Peace Diet: Eating for Spiritual Health & Social Harmony"***

Visit <http://worldpeacediet.org> to find out more about The World Peace Diet

The Smithsonian Museum News Release



National Postal Museum

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Smithsonian
National Postal Museum

Exhibits

Customers and Communities : **What's in the Mail for You!**

What's in the Mail for You!



[enlarge](#)

Mail-order blossomed in the last decades of the 19th century under the dominance of two giant rivals, Sears Roebuck and Company and Montgomery Ward. Today thousands of mail-order companies market products around the world.



[enlarge](#)

Museum visitors learn how direct mail marketers target individuals by answering a few questions about themselves. Are they male or female? What part of the country are they from? What are their interests? With a card that holds their coded answers, visitors access other interactive portions of the gallery.



[enlarge](#)

Using the information from the card, a second station places visitors' photographs among thousands of others. A computer removes the photographs of people whose interests and vital statistics do not match those of the visitors, showing how direct mailers use demographic information to weed out people who probably would not be interested in their product.



[enlarge](#)

Visitors can even take some time to test their mail-order knowledge at the exhibit's "Baffling Boxes" display.



[enlarge](#)

Co-Produced the interactive portion of the above \$3 million dollar Permanent Exhibit for The Smithsonian Museum with the pioneering company founder of Multimedia Resources, Inc. Harvey Smythe and a synergistic team of programmers, writers, videographers and graphic artists. Produced Professional Photography, Video and Graphics to create interactive touch screen exhibits and served as the client liaison with Pitney Bowes one the exhibits major sponsors.

Read More: http://npm.si.edu/exhibits/2b3_mailforyou.html

Jeffery Divine, Visionary Company Founder

I would like to begin by saying that I hold Alexandra in the highest regard for her personal integrity, work ethic, project management skills, independent – find a way to get it done attitude and results. I have great respect for her professional skills and her individual character. Alexandra was a very integral part of a very innovative and dedicated start-up management team that had to invent and innovate to achieve our goals. Whether it was tight budgets, technical challenges or getting more out of herself and her team, she always accomplished our objectives with independent solutions. Alexandra will be a great asset to any organization. Her level of dedication and loyalty is hard to find.

Jeff Divine
Founder, Macro Systems
360-896-1737



In the Role of **Photography Director** I accomplished these tasks

- ❖ One of the Original Team Who Helped Grow the Company from 5 up to 230+ Employees
- ❖ Collaborated with the Company Founder Jeffery Divine and Key Management Teams
- ❖ Hired, Trained & Managed 10 Studio Employees & 2 Studio Department Inventory Managers
- ❖ Designed & Managed a State of the Art 7000 Square Foot Digital Photography Studio
- ❖ Designed & Managed a 5000 Square Foot Inventory Department
- ❖ Est. Key Relationships with Ford Motor Company, GM, Toyota, BMW & Major Manufacturers
- ❖ Developed & Maintained Long-term Relationships with Industry Aftermarket Specialists
- ❖ Increased My Department's Efficiency 300% and Received a \$10K Bonus
- ❖ Managed a \$300,000 Hiring Budget, Department Training & Advancement of my Staff
- ❖ Produced an Image Library with more than 250,000 High Res Images
- ❖ Developed Protocols to Photograph Major Vehicle Lines & Thousands of Accessories
- ❖ Produced a Brochure and Cover for FMC Convertible Mustang Distributed Across the Nation
- ❖ Procured and Photographed Special Edition Prototype Vehicles
- ❖ Produced Videos & Photographs for a CAD Designed Touch Screen Dealership Program
- ❖ Produced and Directed Videos for a Virtual Dealership Interactive Program

Testimonial from Joanne Finnegan, Life & Business Coach

[Welcome](#)[Information](#)[Helpful Resources](#)[JoAnne's Commentary](#)[CLI](#)[Directions](#)[Comments](#)[Meditation](#)

Empowerment, Success and Happiness

"It is only with the heart that one can see rightly; what is essential is invisible to the eye."

~ The Little Prince



Alexandra is a highly creative designer with a multitude of talents. Together we created the web site of my dreams as a starting point for my new business, Life Coaching and Empowerment. My experience of Alexandra was that of a courteous and creative professional with good ideas and insights into web design and business promotion. I recommend her services to anyone seeking the creative insights and tools that Alexandra has to offer.

JoAnne Finnegan

Owner of Life Coaching and Empowerment

www.LifeCoachingAndEmpowerment.com

Additional References & Portfolio Links



Strategic PR Consultant, Jewel of The Sun, Costa Rica www.VivaLaRaw.org
Hosted 40 Day Raw & Living Foods Personal Retreat for Rosie Jackson
 S.O.S Save Our Seniors Spokesperson



Coordinated First Live Stream TV Event for Go Vegan Radio & TV
 Bob Linden, Award Winning Peace Humanitarian
www.GoVeganRadio.com



Promote Roxanne Meadows & Jacque Fresco, Co-Founders of The Venus Project
 Beyond Wars, Politics & Poverty
www.TheVenusProject.com



Produced Living Foods Garden Village Website, Fundraiser & Letter Campaign
 Susan Lavendar Director of The Ann Wigmore Foundation
www.LivingFoodsGardenVillage.com



As Kitchen Manager of Yogaville's Retreat, Integral Yoga and Teacher Training Center I presented a proposal to save up to \$20K annually with a Holistic Org Chart, Safety Guidelines, Eco-Safe Solutions and Fresh Organic Cruelty-Free Inventory Protocols www.Yogaville.org



Co-Produced a Bodywork Therapeutics Website and Flip Book
 Balance, Radiance & Tranquility
www.DeepikaGreen.com

Education

Brooks Institute of Film & Photography



Bachelor of Arts Degree with Honors, 1994 Santa Barbara CA USA
Media Producer Documentary Film Still Photography
www.brooks.edu

"Best Friends Forever Yoga Book" Photography Golden Era Media



Coming Soon **"Look Inside!"** Enjoy a Healthy Eco-Life Style free of The Big 8 Food Allergens, Fun Factoids, Healthy Pets, Proper Food Combining Charts, Easy to follow Shopping Guides and Holistic Solutions that are Life Saving, Cost Saving, Environment Saving and best of all free! *Don't gamble with your life or your loved ones, You deserve the best! Keep this handy guide by your side.* Rose M. Jackson, S.O.S Save Our Seniors Spokesperson A Golden Era Media Publication



Certifications and Special Training

CPR Certified Emergency Medic; Raw and Living Food Teacher, Professional Tennis Coach, Licensed Laughter Ambassador, Holistic Lifestyle Coach, Meditation Teacher, Basic Yoga Instructor, ESL English as a Second Language Instructor