

Bernice Sanchez Arce

Multimedia Producer/Media Relations

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(856) 575-7301

Austin, Texas

Creative communications strategist with 8+ years of experience driving audience engagement and amplifying organizational visibility across government, broadcast, and digital platforms. Expert in aligning messaging with leadership priorities, designing campaigns that influence stakeholders, and delivering multimedia products that reach millions. Proven record of shaping narratives at the highest levels of government — from the White House to Army Futures Command.

WORK EXPERIENCE

Army Futures Command - Multimedia Specialist/Public Relations

June 2024 - current

Austin, Texas

- Led strategic messaging for the AFC-TRADOC merger by producing the T2COM Visual Playbook, distributed to thousands of stakeholders and credited with accelerating leader understanding of transformation priorities by 40%.
- Designed campaign assets (graphics, infographics, videos) that simplified complex transformation initiatives, increasing internal engagement rates by 35% across command channels.
- Directed multimedia support for high-profile announcements, ensuring broadcast-quality coverage that reached 1M+ viewers across digital platforms.
- Streamlined editorial calendars and production pipelines, cutting delays by 30% and improving message consistency across Army audiences.

White House Communications Agency - Multimedia and Event Producer

Jan. 2023 - June 2024

Washington, DC

- Produced 30+ presidential events (including State of the Union, international state visits), aligning visual messaging with White House communications priorities and delivering 100% flawless execution under 24-48 hour timelines.
- Enhanced storytelling through multimedia packages that increased engagement by 40% during live coverage on broadcast and digital platforms.
- Coordinated messaging across agencies, ensuring zero discrepancies between presidential remarks and visual media delivery.

United States Agency for Global Media - Television Producer/Broadcaster

Dec. 2021 - Jan. 2023

Washington, DC

- Produced multimedia features and campaigns for Voice of America, reaching audiences in 32 countries and boosting digital engagement by 80%.
- Directed video, photography, and social media strategies that grew visibility by 70% across platforms within one year.
- Partnered with marketing teams on 17 targeted campaigns, raising global brand awareness and audience trust.

U.S.Navy - Military Police and Training Supervisor

Aug. 2016 - Oct. 2022

Bethesda, Maryland

- Directed communications and training for 2,000+ personnel across 10 organizations, strengthening readiness and security posture.
- Designed training curriculum and delivered messaging that qualified 200+ personnel in advanced procedures, improving operational confidence and team effectiveness.

EDUCATION

Academy of Arts University

- Master, Production and Media Technology

San Francisco, CA

Grand Canyon University - Bachelor, Film Production/Television Studies

Phoenix, Arizona

SKILLS

- **Strategy & Messaging:** Campaign Design, Strategic Communications, Narrative Development, Research & Insights
- **Media Production:** Adobe Creative Suite, Video Editing, Photography, Script Writing, Storyboarding
- **Leadership & Management:** Project Management, Cross-Functional Team Coordination, High-Pressure Event Execution
- **Communications:** Media Relations, Public Affairs, Digital Engagement, Web Content Strategy