Alec Fernandes

al@fern.haus | **858-200-6699**

writing portfolio | *blog* | *web development* | *graphic design* | *marketing*

Skills

Content Writing, Digital Content Management, Journalism, OpenAI API, AI Prompt Engineering, AI Reasoning Models, Website Development & Administration, JavaScript, React, HTML, CSS, Graphic Design, Adobe Suite (Photoshop, Audition, Premiere), Figma, Google Analytics, WordPress, MailChimp, PostUp, Social Media Management, SEO, REST APIs

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Work Experience

Coast to Coast AM / iHeart Media – Web Producer, Journalist – *June 2024 - present*
- Wrote news articles and show summaries for the radio program's website
- Managed content for the daily newsletter, show webpages, and social media accounts
- Developed custom AI tools to help manage digital content

The Odd Log – Site Owner – *June 2025 - present*
- theoddlog.com is an AI-powered news site built with my own search-and-filter algorithm
  - Posts automatically to social media using Meta and X publishing APIs
- Other AI projects: [Delfai Oracle](#), [Suttas](#), [Maitreya](#), [InspoTarot](#)

Mindrift / Toloka AI – Content Writer, AI Model Trainer – *April 2024 - April 2025*
- Crafted, edited, and evaluated prompts and responses to enhance AI functionality
- Ensured AI training content was ethical and accurate

Levantian Law – Web Developer, Content Manager – *September 2024 - October 2024*
- Designed and set up levantianlaw.com for this firm practicing family law

Prova Lab Social Innovation – Web Developer, Content Manager – *May 2021 - January 2023*
- Designed and installed a new WordPress theme for provalabsocialinnovation.com
- Developed an API for pulling and formatting events directly from Eventbrite

Lifted Logistics – Marketing Manager, Web Developer – *January 2017 - January 2018*
- Created print and digital ad campaigns
- Designed and managed the company website and social media content

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Education

San Francisco State University – Journalism, B.A. – *2013 - 2015*
- Roles: Online Editor and Webmaster for *Golden Gate Xpress Magazine*
- Awards: Best Magazine Website from the *California College Media Association, 2015*

San Diego Community College District – Journalism – *2010 - 2013*
- Awards: 2nd Place in Timed Opinion Writing from the *Journalism Association of Community Colleges, 2011*

City College of San Francisco – Web Development – *2018 - 2020*