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For Stronger Support and Success

The Women's Alliance 2011 Conference

The Women's Alliance 2011 National Conference Rising Together—Harnessing the Power of Connectivity for Stronger Support and Success

November 4–5

Courtyard by Marriott Oklahoma City Downtown
Oklahoma City, Oklahoma

Alexandra Braconi

Alexandra Braconi, the president of [Blue Lizard Media, LLC](#), is a veteran media professional with nearly twenty years of technical and business information development, graphic design, and marketing communications experience across a wide range of industries, both in the United States and internationally.

Ms. Braconi received a BA in English (with a concentration in technical writing) from James Madison University (JMU) and went on to serve in a managerial capacity at several large and small computer consulting firms. The diverse experience and skill set that she gained allowed her to shift her focus and go into business for herself in 2004. Her company, Blue Lizard Media, provides its clients with a full array of services such as corporate branding solutions; print and electronic marketing campaigns (including social media marketing); general graphic design and content development services; and Web site design and development. Through her firm commitment to each and every project and involvement in even the smallest details, she ensures that Blue Lizard Media provides a personal level of support not often found in today's fast-paced business world.

Outside the office, Ms. Braconi strongly believes in the importance of community involvement. She and Blue Lizard Media provide support services to WHW, a local nonprofit in Orange County, California, that empowers low-income individuals to attain economic self-sufficiency through employment success. Ms. Braconi also sits on the board of directors of The Women's Alliance.

Ms. Braconi is a member of the National Association of Women Business Owners—Orange County (NAWBO-OC); the Society for Technical Communication (STC); and the Association for Women in Technology (AWT).