

# CONNECT WITH ME!

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## CAREER OBJECTIVE

### Front-End Web Developer & Marketing Technologist

Strategic and versatile developer with over 4 years of experience building high-performance, user-centric digital solutions. Proven track record as a Web Coordinator at the University of Rochester, where I facilitate technical architecture for Salesforce Marketing Cloud and manage a diverse portfolio of WordPress microsites. Skilled in translating complex institutional goals into scalable web experiences through custom coding, data-driven automation, and technical staff enablement.

## PROGRAMMING SKILLS

- Languages:** JavaScript (ES6+), PHP, HTML5, CSS3, AMPscript, SQL, jQuery
- Frameworks & Libraries:** React.js, Node.js, Express.js, Bootstrap, Sass
- CMS Platforms:** WordPress (WP Bakery), Cascade Server, Kentico, SharePoint
- Marketing Technology:** Salesforce Marketing Cloud (SFMC), MyEmma, Blackbaud Luminate, Litmus
- Databases & Tools:** MongoDB, MySQL, MS Access, Git/GitHub, Jira, Figma, Photoshop
- Web Performance:** SEO, Google Analytics, Cross-Browser Compatibility, Responsive Design

## PROFESSIONAL SKILLS

- Project & Systems Management:** Technical Project Coordination, Iterative Development, Email Marketing Strategy, CRM Administration, Lifecycle Marketing.
- Leadership & Collaboration:** Teamwork & Cross-functional Collaboration, Stakeholder Management, Technical Staff Onboarding & Enablement.
- Operational Strategy:** Regulatory Compliance (HIPAA/OPWDD), Quality Assurance (QA) Testing, Technical Troubleshooting, Data Integrity & Security.

## CERTIFICATIONS

-Freecodecamp.org  
Responsive Web Design  
Given Dec. 17, 2018

-Chingu.io  
Chingu Voyage 12  
Given Nov. 17, 2019

# HENRY BERNARDIN

FRONT-END WEB DEVELOPER/DESIGNER

## WORK EXPERIENCE

### WEB DEVELOPER (WEB COORDINATOR / SFMC LEAD)

*University of Rochester | Oct. 2020 to present*

- Full-Stack Web Development:** Build and maintain high-performance WordPress microsites and landing pages using JavaScript (ES6), CSS and HTML5 to support university-wide initiatives.
- CMS Administration:** Manage and update diverse web ecosystems across Cascade Server, Kentico, and SharePoint, ensuring brand consistency and accessibility.
- Systems Implementation Support:** Assisting in the technical implementation of the university's second Salesforce Marketing Cloud (SFMC) instance for 10+ departments, scheduled for launch in late February 2026.
- Stakeholder Coordination & Infrastructure:** Developed and standardized global folder structures and reusable content blocks, collaborating with cross-functional teams to reduce manual build time and ensure system scalability.
- Technical Support & Enablement:** Serve as the primary technical lead for SFMC troubleshooting, providing ongoing support and training to various departments on Email Studio and Data Extension workflows.
- Revenue & Event Support:** Partner with event managers to develop peer-to-peer fundraising pages and online registration systems, managing high-volume donor traffic for major university-wide fundraising initiatives.
- Operational Excellence:** Oversee the successful deployment of 35+ monthly digital campaigns (400+ annually), utilizing Litmus for quality assurance and cross-client testing.

### HTML DEVELOPER (FRONT-END VOLUNTEER)

*Emerging Markets Investors Alliance - Volunteer | Jun. 2019 to Dec. 2020*

- Front-End Development:** Built custom, responsive HTML versions of periodic electronic newsletters, ensuring consistent rendering across various email clients.
- Email Marketing Operations:** Executed the distribution of high-impact newsletter campaigns using Salesforce Marketing Cloud, managing audience segmentation and delivery schedules.
- Digital Asset Management:** Established and maintained a structured electronic filing system for all historical newsletter assets to improve team accessibility and content reuse.
- Database Administration:** Conducted deep-dive research and data entry to maintain the integrity and accuracy of the Salesforce CRM database.

### PROGRAM MANAGER (OPERATIONS & COMPLIANCE LEAD)

*Cerebral Palsy Associations of New York State | Oct. 2016 to May 2019*

- Regulatory Compliance & Oversight:** Directed program-wide awareness and ensured 100% compliance with all state and federally mandated requirements, including OMRDD, OSHA, COA, Medicaid, and HIPAA.
- Financial Administration:** Managed the documentation, review, and submission of all financial accounts, including personal allowance ledgers, site expenditures, and staff payroll.
- Audit & Ledger Management:** Oversaw members' in-house ledgers for cash on hand and earned income, maintaining high standards of accuracy for all financial reporting.
- Incident Management & QA:** Orchestrated the reporting, investigation, and review of all incidents in strict accordance with OPWDD Part 624 regulations and Justice Center standards.

## ACADEMIC BACKGROUND

### CITY UNIVERSITY OF NEW YORK- BROOKLYN COLLEGE

B.S., Double Major in Health Nutrition Sciences & Psychology