

CONNECT WITH ME!

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CAREER OBJECTIVE

Front-End Web Developer & Marketing Technologist

Strategic and versatile developer with over 5 years of experience building high-performance, user-centric digital solutions. Proven track record as a Web Coordinator at the University of Rochester, where I support Salesforce Marketing Cloud workflows 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 cross-functional collaboration.

PROGRAMMING SKILLS

- **Languages:** JavaScript (ES6+), HTML5, CSS3, AMPscript.
- **Frameworks & Libraries:** React.js, Node.js, Express.js, Bootstrap, Sass, jQuery.
- **CMS Platforms:** WordPress (WP Bakery), Cascade Server, Kentico, SharePoint.
- **Marketing Technology:** Salesforce Marketing Cloud (SFMC), MyEmma, Blackbaud Luminato, Litmus.
- **Databases & Tools:** MongoDB, MySQL, Git/GitHub, Jira, Figma, Photoshop.
- **Web Performance:** SEO, Google Analytics 4 (GA4), 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

WEB COORDINATOR & FRONT-END DEVELOPER

WORK EXPERIENCE

WEB COORDINATOR (WEB DEVELOPER)

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:** Assist in the ongoing technical implementation of the university's second Salesforce Marketing Cloud (SFMC) instance for 10+ departments, launched in late February 2026.
- **Stakeholder Coordination & Infrastructure:** Develop and standardize global folder structures and reusable content blocks, collaborating with cross-functional teams to reduce manual build time and ensure system scalability.
- **Technical Support & Enablement:** Provide ongoing SFMC troubleshooting support and training to 10+ departments on Email Studio and Data Extension workflows, audience segmentation, and CAN-SPAM-compliant deployments.
- **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. 2020 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 Jun. 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