

# KENDRA BERNARD

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Italian citizenship  
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References available upon request

## Introduction

As a project manager with **expertise in digital development, knowledge management and communications**, I thrive on distilling complexity and bringing new products to life through a systems approach.

With a background in design, I have the **precision, creative ability and interpersonal skill** to lead innovative, user-centred initiatives.

I consider **people to be at the centre of success**, so I find great value in engaging with peers, and encouraging constructive feedback and diverse perspectives to inspire **creative collaborations**.

Having had the privilege of living and working in seven countries, I use my **cultural understanding, adaptability and open perspective** to enhance my work.

## Latest role

June 2023 – May 2024

**Senior Change Advisor**, National Public Health Service of NZ (Auckland/Wellington, New Zealand)

- Led and supported change management for the development of a nation-wide disease management system for 70+ diseases.
- Developed and delivered communication plans across 500+ staff and stakeholders.
- Facilitated working groups for the development of functional and operational requirements.
- Conducted change impact assessments across the 12 public health districts of New Zealand to develop an engagement plan that allowed staff and stakeholders to feel confident and capable in their adoption of the new system.
- Developed a learning approach that included training (face-to-face, online, live, pre-recorded), informational web pages, user guidance, and a backbone community of superusers.

## Competencies

Adaptable, user focused, continuous improvement, collaborative, effective communication

## Technical skills

**Productivity:** Microsoft 365 (Word, Outlook, Excel, PowerPoint, Visio), Jira, Trello, Miro.

**Web:** SharePoint, Salesforce, Wordpress and various CMS, Google Analytics, CSS, HTML.

**Communication:** Microsoft Teams, Microsoft Forms, Zoom, MailChimp, SurveyMonkey.

**Design:** Adobe Indesign, Illustrator, Acrobat, Canva.

## Education

**Honours B.A., Multimedia and English**,  
Sept 2004 – 2008, completed with distinction  
Dean's Honours List ('06 – '08)  
McMaster University, Hamilton, Canada

## Certificates & Courses

- Green Belt Lean Six Sigma
- Microsoft SharePoint Server 2013 (Site owner/Power user)
- Project management programme
- Communication and influencing
- Digital transformation and data in government
- Transforming public sector stakeholder engagement

# Professional history

- Aug 2022 – Jan 2024
- Project manager, National Public Health Service of New Zealand (Auckland, New Zealand)**
- Led and supported transformation projects ranging from **community platforms to national systems to surveillance reports** (in coordination with communications, technical and clinical teams).
  - Employed various project and change management methodologies to move business and vendor through the project phases of planning, development, implementation, monitoring and hand-over.
  - Used **direct cutover, parallel and phased implementation models** alongside the PDSA cycle to create and lead implementation and adoption of new products.
  - **Developed a Project Management Office**, with cohesive processes, templates, strategies and oversight of projects across the organisation.
- Jan 2017 – Aug 2022
- Digital solutions specialist, Auckland Regional Public Health Service (Auckland, New Zealand)**
- **Project and web management:** Worked with vendors, cross-functional teams, and end users to conduct business analysis, support process improvement, develop digital structures, create content, manage translations, and manage websites and intranets.
  - **Design:** Coordinated with various teams to develop digital and print graphic material for organisational and public use (events, promotion, social media, websites, campaigns).
  - **People and event support:** Developed and delivered communications, guidance, videos, training, workshops and resources to support staff development and event management.
- Nov 2014 – Dec 2018
- Website and print designer, Freelance (International)**
- Collaborated with directors, writers, and marketing staff to **create engaging material** used in events, branding, conferences and sales.
  - This freelance work demanded effective time management, cultural adaptability, strong relationship management, and an openness to change and ambiguity.
- Oct 2014 – Aug 2015
- Art director and designer, AsiaLIFE Magazine (HCMC, Vietnam)**
- Employed an understanding of our unique audience to **improve the monthly publication**, developing a higher standard of layout design, content formatting and print proofing.
  - Collaborated with writers and photographers to **develop engaging story and photo concepts**.
  - Organised and directed photoshoots.
- Oct 2013 – Jun 2014
- Production manager (web and print), Innovo JSC (HCMC, Vietnam)**
- **Led and supported teams** in web design, print production, marketing and content creation to deliver cohesive projects across brands.
  - Enhanced company and client websites and publications by developing contemporary designs fit for purpose and audience.
  - **Wrote and edited client content and articles.**
- Aug 2009 – Dec 2010; June – Oct 2011
- Communications assistant, ACT Alliance (Geneva, Switzerland)**
- Managed NGO website to produce engaging and user-friendly content for funding partners and aid agencies.
  - Designed and maintained digital resources for maximised search and publication.
  - Supported internal and external staff with IT solutions for various programs.
  - Contributed to the first annual international assembly in Africa for ~200 members: design of event collateral; on-call design during event, and IT solutions during member sessions.
- July 2008 – July 2009
- Digital specialist, Thinnox Design Academy (Mississauga, Canada)**
- Enhanced academy's profile with digital and print material; built interactive websites; continuous design improvement of annual course catalogue.
  - Taught graphic and web design to students aged 6 to 50.