

# JAMES BERNARDO

Regional Programme & Marketing Director

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## Summary

Senior marketing and program development leader with 11+ years of experience driving digital transformation and community growth across APAC. Proven track record of scaling marketing operations, developing innovative content strategies, and building high-performing teams. Specializes in creating purpose-driven initiatives that deliver measurable business impact while fostering sustainable growth.

## Professional Experience

### **Garage Society, Hong Kong**

Regional Programme & Marketing Director (2020 - Present)

- Led strategic team restructuring during market downturn, successfully transitioning from a 10-member team across 15+ locations to a lean, high-performing 2-person team covering 3 key markets while maintaining core service delivery and client satisfaction.
- Achieved 20% increase in customer retention through strategic community programs
- Spearheaded comprehensive rebuilding of program and marketing efforts, implementing streamlined website updates, improved workflows and data-driven initiatives that increased operational efficiency by 35% while reducing program delivery costs by 20%

Head of Marketing & Partnerships (2017 - 2020)

- Scaled operations from 3 to 15+ locations across Hong Kong, India, and Southeast Asia
- Developed and implemented cross-market brand strategy, increasing brand awareness by 30%
- Established Garage Academy as industry thought leader through 600+ knowledge-sharing events
- Built community from ground up to 8,000+ engaged members

Marketing & Programme Manager (2014 - 2017)

- Launched and grew all digital marketing channels, achieving 180% year-over-year growth
- Initiated and executed first regional marketing campaigns across 3 markets
- Developed content strategy framework resulting in 75% increase in engagement

## **Lambeth Council, London, UK**

Program Analyst, Community Currencies in Action (2013 - 2014)

- Managed £1.1 million grant program operations and technology implementation
- Developed and executed communication strategies reaching 23 stakeholders
- Led innovation workshops for 132 public sector participants

## **London 2012 Olympics, Surrey, UK**

Projects Officer (2012 - 2013)

- Managed large-scale event operations for Olympic Torch Relay and Cycle Road Race
- Led team of 400+ volunteer marshals across multiple event sites
- Achieved 87% positive feedback rate from stakeholders and participants

## **Education**

University of Warwick

LLB Law (Honours), 2.1 (2004 - 2007)

## **Industry Engagement**

- Marketing Lead, Service Design Hong Kong (2023)
- Mentor, Young Founders School @ Credit Suisse
- Host, RISE Conference PITCH Stage
- Speaker, TEDx Lingnan University
- Judge, Yahoo Asia Smart App Awards

## **Technical Skills**

### **Project & Product Management**

Project Tools: Asana, Trello, Jira, Monday, Notion, Wrike, Slack

Product Development: ERP/CRM implementation, WordPress, Drupal, App Development

### **Marketing & Design**

Digital Marketing: Mailchimp, Facebook Business, LinkedIn Ads, Google Ads

Content Creation: Canva, Adobe Creative Suite, Eventbrite

Social Media: Instagram, LinkedIn, Twitter, Facebook

### **Data & Analytics**

Web Analytics: Google Analytics, Google Tag Manager

SEO/SEM: Ahrefs, SEMrush

CRM Systems: Pipedrive, Monday, HubSpot, Salesforce