

## Education

M.S., Communications Management — Syracuse University

Thesis: "Corporate Reputation & Excellent Communication: What's the Connection?"

B.A., Journalism — Temple University

## Teaching Experience

*Professorial Lecturer, American University, Washington, DC*

*2014 to Present*

Term faculty member teaching undergraduate and graduate courses in mass media, public relations writing and PR case studies. Serve on School of Communication's graduate applications committee. Performed teaching demonstrations at undergraduate recruitment programs. Drafted new curriculum proposal for Public Communication graduate program.

*Assistant Professor, Ithaca College, Ithaca, NY*

*2012-2014*

Taught undergraduate and graduate courses in corporate and strategic communication, event planning, and public relations cases. Served as adviser to PRSSA chapter. Also served on undergraduate curriculum committee, helping to overhaul the Communication Management and Design degree. Worked on research to determine best practices in employee communication among top companies.

*Teaching Instructor, East Carolina University, Greenville, NC*

*2011-2012*

Taught courses in public relations writing and strategies, media writing and small group communication. Served as faculty adviser to ECU's PRSSA chapter. Also served on School of Communication's undergraduate curriculum committee and the university's writing across the curriculum committee.

*Adjunct Professor, Bloomsburg University and Delaware County Community College, Pennsylvania*

*2009-2011*

Led courses in public speaking, news writing, feature writing, public relations writing, and public relations cases and problems. The latter course examined use of publicity as a particular element of public relations and required oversight of student projects for local nonprofit organizations.

## Industry Experience

*Director of Marketing, Pennsylvania Treasury Department*

*2006-2009*

Recruited to develop identity for department and increase awareness of programs. Led research project to guide strategy development. Introduced brand campaign for the state's college savings program; as a result, enrollment more than tripled from the previous year and contributions doubled to \$31 million.

*Senior Strategic Analyst, L-3 Communications*

2004-2006

Developed and managed strategic communications programs for the U.S. Army Chemical Materials Agency, which oversees destruction of the United States' stockpile of chemical weapons — a controversial project with diverse stakeholders. Created issues management system for HQ and network of outreach offices. Used multidisciplinary approach to identify issues and integrated process to proactively address them.

*Manager of PR & Communications, Amisys Synertech Inc.*

2002-2004

Created strategic programs for one of the fastest-growing computer software and business process outsourcing companies in the health insurance industry. Managed \$2 million budget. Won business development award from leading analyst firm for excellence in meeting customer needs, identifying new markets, and introducing new products and services.

*Director of Media and Research, Godfrey Advertising*

1993-2002

Recruited to oversee integrated communications programs for business-to-business and consumer clients in the chemicals, energy and HVAC industries. Managed staff of five professionals. Developed presentation and managed on-site logistics for speeches by CEO and CFO of Elf Atochem to investor groups.

*Supervisor of Communications, The Jewish Hospital*

1991-1993

As communications supervisor for a 500-bed regional health care facility, worked with administration and medical director to promote hospital programs and respond to inquiries from the media and community.

**Publications**

Co-author, *Disruption in the Master's Degree Marketplace: Online Public Relations & Strategic Communication Programs*. Submitted to 2018 International Public Relations Research Conference.

Bernardini, D. (2011, September). Why some students misunderstand ethics and what to do about it. *Public Relations Tactics*, 18 (9), 17.

**Certifications/Memberships**

Accredited in Public Relations (APR), Public Relations Society of America  
Member, Public Relations Society of America  
Member, Association for Education in Journalism and Mass Communication