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(LinkedIn)

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Top Skills

Presentation Skills

Project Management

E-Commerce

Certifications

AI for Data Analysis

AI for Writing and Communicating

AI Fundamentals

AI for Research and Insights

Speed Up Data Analysis and
Presentation Building

John Bernier

Internet Marketing Specialist and Web Designer/Developer
Greater Boston

Summary

I'm a digital marketing professional with 20+ years of experience building and optimizing digital strategies that increase visibility, engagement, conversions, and measurable ROI. My expertise spans SEO, SEM, Google Ads, GA4, email marketing, website strategy, analytics, and web development, with a particular focus on turning data into actionable marketing decisions. I've managed digital marketing programs for organizations ranging from nonprofits to established businesses, including Homes For Our Troops, Suncor Stainless, and Ross-Simons. What increasingly sets my work apart is the intersection of digital marketing and artificial intelligence. I've invested heavily in developing practical AI expertise, including Google AI and Gemini certifications, and I use AI to improve marketing analysis, content strategy, workflow automation, research, and decision-making. I'm particularly interested in finding practical ways to integrate AI into existing marketing operations—not simply using AI because it's the latest technology. I'm equally comfortable working at the strategic level or getting into the details. I can develop a digital marketing strategy, analyze performance data, optimize a Google Ads campaign, diagnose an SEO issue, improve a website, or work directly with the technology behind the marketing. I believe the best digital marketing is data-driven, user-focused, and relentlessly practical. The goal isn't simply to generate traffic or clicks—it's to attract the right audience, create a better digital experience, and ultimately produce results that matter to the organization.

Core expertise:

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) &
- Google Ads
- Google Analytics 4 &
- Digital Analytics
- Artificial Intelligence &
- AI-Assisted Marketing
- Website Strategy, UX &
- Conversion Optimization
- WordPress &
- Drupal
- Web Development &
- React
- Email Marketing
- Marketing Automation &
- Data Analysis
- Performance Measurement &
- ROI Optimization

Experience

Homes For Our Troops

Digital Marketing Specialist

June 2017 - Present (9 years 4 months)

Taunton, MA

Working under the direction of the Director of Marketing, the Digital Marketing and Communications Associate assists in the overall planning, organization, and direction of Homes For Our Troops' digital media and public relations. The Digital Marketing and Communications Associate positively positions the organization and the Veterans we serve while educating the public to maximize awareness.

Suncor Stainless

Webmaster, Search Engine Optimization/Marketing Specialist

October 2011 - March 2017 (5 years 6 months)

Plymouth, MA

Manage all website design/development, search engine optimization, search engine marketing (AdWords) and hosting environment.

Cape Cod Cupola, Co. Inc

Web Developer / Internet Marketing Consultant

November 2008 - January 2011 (2 years 3 months)

Responsible for website re-design, implementing content management solution, search engine marketing (SEO) and search engine marketing (SEM - PPC) campaigns.

Ross-Simons

Senior eCommerce Marketing Manager

September 2007 - November 2008 (1 year 3 months)

Responsible for all eCommerce and Internet Marketing programs / initiatives including:

- EMail Marketing
- Affiliate Marketing

A.T. Cross Company

eCommerce Marketing Manager

June 2006 - September 2007 (1 year 4 months)

Responsible for all eCommerce and Internet Marketing programs / initiatives:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM - PPC)

- EMail Marketing
- Affiliate Marketing
- Web Log Analysis & Traffic Reporting

Princess House
Web Development Manager
2000 - 2004 (4 years)

Education

Roger Williams University
Bachelor of Science, Computer Information Systems · (1981 - 1985)