

Vanessa Carlson Bender

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Online portfolio: <http://vlcbender.com/>

Career Objective

Creative and detail oriented communications specialist with about four years of experience in content management and consulting, editing, writing and social media. Has a Bachelor's Degree in English For New Media. To view samples of my work, please visit my online portfolio at vlcbender.com.

Education

Dakota State University (2009-2013)
Bachelor of Science, English for New Media
Certificate in Digital Photography
Magna Cum Laude

Work Experience

- The Evangelical Lutheran Good Samaritan Society –National Campus—Communications Specialist II (March 2014-Present)
 - Managed the Society's intranet news blogs via WordPress.
 - Consulted content owners in developing communication plans such as email, blog, intranet site posts, event posts, Carousel ads, etc.
 - Edited/formatted newsletters, job aids, graphics pieces, email text, intranet blogs and policies and procedures
 - Managed organization's Instagram page as well as the page's analytics.
 - Composed two articles for the Society's public website.
 - Trinity Lutheran Church, ELCA—Social Media PT/Public Relations Manager (Oct. 2013-April 2014)
 - Managed social media sites as well as website.
 - Collected, arranged and edited monthly newsletter via Microsoft Publisher.
 - Assisted the tech committee with a variety of tasks for the church.
 - Photographed church events.
 - Researched marketing strategies.
 - Borglum Historical Center—Lead Summer Photographer Intern (May 2013-August 2013)
 - Photographed tour groups and edited, printed and delivered photos.
 - Edited and composed brochure text.
 - Independently researched, composed and updated museum and lodging materials.
 - Maintained front desk and gift shop of museum.
 - Dakota State University Tutoring—English Tutor (Jan. 2012-April 2013)
 - Aided students in English and other related subjects both in person and virtually.
 - Edited, provided reasons for edits and offered external links for additional assistance to students.
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Skills

- Writing/Editing; Content strategy; Social media; Communications consultation
 - Detail oriented; Organized; Consistent; Strong time management
 - Microsoft Office; Constant Contact; Collaboration; Novice Google Analytics skills
 - Adobe Photoshop; Lightroom; Photography; Canva
 - Novice web publishing skills; Sprout Social; Proficient in WordPress
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Publications

- www.good-sam.com, Good Samaritan Society public website
 - [“How do you know if you’re a caregiver?”](#)—Resource article (2017)
 - [“Caregiving: From just helping to full-time”](#)—Personal experience article (2017)
 - *Guideposts*
 - [“Finding Serenity in Chaos”](#)—Personal experience article (2017)
 - *New Tricks*, Dakota State University literary magazine
 - “Describe Purple”—Original poetry (2013)
 - “Nostalgia for Child’s Play”—Original poetry (2012)
 - “Serenade”—Original poetry (2012)
 - “Utopia Disturbed”—Original poetry (2012)
 - “Life and Death”—Original fiction (2012)
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Interests

Reading; Writing; Photography; Music; History; The Outdoors; Animals (especially dogs).
