

Vanessa Carlson Bender

3014 S Summit Ave.
Sioux Falls, SD 57105

(605) 470-0528
vlcarlson4@gmail.com

Professional Summary

Creative and detail oriented communications specialist with five years of experience in content management, 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 vlbender.com.

Education

Dakota State University
English For New Media
Certificate in Digital Photography

Madison, SD
Aug. 2009-May 2013
Magna Cum Laude

Experience

The Evangelical Lutheran Good Samaritan Society – National Campus
Internal Communications Coordinator I
Communications Specialist II

Sioux Falls, SD
March 2014-March 2017
March 2017-Present

- Managed Society's intranet news blogs via WordPress
- Consulted content owners in developing communication plans
- Edited/formatted newsletters, graphics pieces, email text, blog articles and policies and procedures
- Assisted some with social media
- Composed articles for the Society's public website

Trinity Lutheran Church, ELCA
Social Media PT/Public Relations Manager

Madison, SD
Oct. 2013-April 2014

- Managed social media sites and website
- Edited/formatted monthly newsletter
- Researched marketing strategies
- Photographed church events

Borglum Historical Center
Summer Photographer Intern

Keystone, SD
May 2012-Aug. 2012

- Photographed tour groups
- Updated/composed brochure text
- Maintained front desk and gift shop

Dakota State University Tutoring
English Tutor

Madison, SD
Jan. 2012-April 2013

- Aided students in English both in-person and virtually

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Computer Skills

- Adobe Photoshop
- Carousel Digital Signage
- Canva
- Constant Contact
- Google Analytics
- Lightroom
- Microsoft Office
- Novice web design skills
- SharePoint
- Sprout Social
- Various social media platforms
- WordPress

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)
- [“Your gifts help make a Sentimental Journey”](#) Hospice patient story (2018)
- [“It’s where my heart is”](#) Employee story (2019)

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)