

GINA S. BENDER

DIGITAL COMMUNICATIONS STRATEGIST

Websites • Content Operations • Multimedia • AI • Marketing Communications

Helping organizations communicate more effectively through technology, creativity, and servant leadership.

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SongsBySugar.com • linkedin.com/in/songsbysugar

EXECUTIVE CAREER PORTFOLIO

EXECUTIVE PROFILE

Digital Communications Strategist with 35+ years of marketing, communications, business development, and relationship-building experience. Builds and maintains practical digital communication systems that help organizations educate audiences, organize information, strengthen brands, and support meaningful engagement.

Known for combining technical problem-solving with creativity, organization, and a genuine commitment to helping others succeed. Extensive hands-on experience spans websites, landing pages, newsletters, email campaigns, text broadcasts, YouTube publishing, multimedia production, private resource libraries, and AI-enhanced workflows.

Early adopter of generative AI with nearly four years of daily ChatGPT experience and hands-on use of Google Gemini, integrating AI into research, writing, editing, website content, image creation, video planning, document production, and project organization.

PROFESSIONAL IMPACT

35+ YEARS	Marketing, communications & business development	13+ YEARS	GetResponse platform experience
100+	Websites & landing pages	1,000+	Videos edited or published
THOUSANDS	Newsletters & digital communications	225+	Songs By Sugar multimedia productions
35+	Songs for nonprofit outreach	8+	Custom domains managed
NEARLY 4 YEARS	Daily ChatGPT integration	11 YEARS	Healthcare experience

CORE EXPERTISE

Digital Communications: Communication strategy • Website content management • Digital publishing • Online resource development • Digital asset management

Website & Content Operations: GetResponse • Website publishing • Maintenance • Responsive layouts • QA testing • Image optimization • Working HTML/CSS knowledge

Marketing Communications: Landing pages • Email marketing • Marketing automation • Newsletter production • Copywriting • Brand messaging • Customer education

Multimedia & AI: Camtasia • Audiate • Snagit • Canva • Suno • YouTube Studio • ChatGPT • Google Gemini • AI-assisted workflows

PROFESSIONAL EXPERIENCE

Independent Digital Communications & Marketing Consultant

Self-Employed | 1991-Present

Provide digital communications, website development, content management, multimedia production, and marketing support for entrepreneurs, ministries, nonprofits, wellness professionals, small businesses, and mission-driven organizations.

- Designed, published, and maintained 100+ websites and landing pages, primarily through GetResponse, including customized pages for LifeWave Brand Partners and wellness leaders.
- Produced thousands of newsletters, email campaigns, announcements, educational resources, and customer communications; distribute recurring Heart Sisters communications through GetResponse email and DialMyCalls text broadcasts.
- Edited or published approximately 1,000 videos across multiple YouTube channels, managing titles, descriptions, thumbnails, playlists, embedded media, and recurring content updates.
- Managed content lifecycles from concept through publication, including copywriting, proofreading, image preparation, mobile review, link verification, embedded-video checks, and ongoing maintenance.
- Managed 8+ custom domains through GoDaddy plus domain services through GetResponse, including registration, renewals, DNS settings, custom-domain connections, and troubleshooting.
- Developed password-protected resource libraries and managed unlisted videos and privately shared content for controlled educational communication.
- Integrated ChatGPT, Google Gemini, and other AI tools into daily workflows to accelerate research, writing, editing, website content, creative planning, document development, and multimedia production.

Founder & Creative Director - Songs By Sugar

2024-Present

- Founded a multimedia storytelling brand that transforms personal stories, family history, faith, and organizational missions into original songs, tribute videos, websites, and digital experiences.
- Created 225+ original multimedia productions combining custom music, story development, graphics, video editing, YouTube publishing, and AI-assisted workflows.
- Manage website, YouTube channel, branding, titles, descriptions, playlists, thumbnails, SEO, and audience-facing communications.
- Published the Christian children's book *The Path* as a free faith-based resource for families.

VOLUNTEER & COMMUNITY COMMUNICATIONS

Volunteer Digital Communications Consultant - Hosea Initiative / Mercy for Life

- Provide ongoing digital communications support for Terry Beatley's nonprofit organization and educational outreach initiatives.
- Develop and maintain websites, landing pages, newsletters, graphics, videos, replay resources, and event communications.
- Created and organized a digital music platform featuring 35+ original songs supporting educational outreach.
- Collaborate directly with leadership to translate priorities and events into timely, audience-focused digital resources.

Digital Communications Coordinator - Heart Sisters Bible Class

- Manage recurring digital communications for a women's Bible class and faith community.
- Produce weekly newsletters, prayer updates, announcements, calendars, attendance resources, directories, bulletin links, and event communications.
- Distribute communications through GetResponse email campaigns and DialMyCalls text broadcasts.
- Maintain the Heart Sisters website and private digital resources, ensuring content accuracy, readability, and timely updates.

REPRESENTATIVE ORGANIZATIONS SERVED

Hosea Initiative / Mercy for Life • Heart Sisters Bible Class • LifeWave Brand Partners • Terry Beatley communications • Songs By Sugar • Healthy Solutions That Work • Victory Nutrition projects • Calvary Baptist Church • SkyCamMoto • The Cellular Wellness Connection • entrepreneurs, wellness professionals, small businesses, ministries, and families

HOW GINA WORKS

LISTEN	ORGANIZE	WRITE	BUILD	PUBLISH	TEST	IMPROVE
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FEATURED COMMUNICATION PROJECTS

Representative projects demonstrate end-to-end ownership: turning ideas and recurring needs into organized, audience-ready digital communication systems.

LifeWave Brand Partner Digital Communications

Purpose: Customized, privately shared websites and unlisted landing pages supporting customer education, prospect follow-up, product information, and business communication.

Tools: GetResponse, embedded video, mobile QA, image optimization, custom domains

ChampsSite.com

Purpose: Free LifeWave Brand Partner resource with a password-protected Resources area containing testimonials and unlisted educational videos for controlled sharing.

Tools: GetResponse, GoDaddy, access-controlled resources, unlisted media

HealthySolutionsThatWork.com

Purpose: Independent multi-brand wellness website featuring educational content and resources related to LifeWave and Victory Nutrition.

Tools: GoDaddy, GetResponse, video embeds, ongoing content updates

Terry's Weekly Business Call Updates

Purpose: Dedicated hub for weekly replay videos, leadership resources, practitioner features, and recurring communications.

Tools: GetResponse, YouTube, graphics, recurring publishing workflow

Songs By Sugar Multimedia Platform

Purpose: Complete creative ecosystem combining original music, video production, YouTube publishing, websites, digital storytelling, and AI-assisted workflows.

Tools: ChatGPT, Suno, Camtasia, Audiate, Snagit, Canva, YouTube Studio

Heart Sisters Communications

Purpose: Recurring communication system integrating newsletters, email distribution, text broadcasts, calendars, prayer updates, directories, and private resources.

Tools: GetResponse, DialMyCalls, Canva, web publishing

Small Business & Community Media

Purpose: Digital presence and multimedia content for SkyCamMoto, The Cellular Wellness Connection, Calvary Baptist Church, a restaurant, notary services, and other organizations.

Tools: Websites, Facebook Business Pages, YouTube, video, graphics

DIGITAL PUBLISHING & MULTIMEDIA

YouTube & Video Publishing

- Edited and published approximately 1,000 videos across Songs By Sugar, Terry Beatley's LifeWave-related content, Victory Nutrition, ministries, businesses, and personal-story projects.
- Manage titles, descriptions, thumbnails, playlists, channel organization, publishing workflows, embedded-video placement, and ongoing content updates.
- Create story-driven videos that combine music, images, narration, animation, captions, and branded visual assets.

Social & Multi-Channel Publishing

- Manage multiple Facebook Business Pages, including Songs By Sugar, SkyCamMoto, and The Cellular Wellness Connection.
- Coordinate content across websites, landing pages, YouTube, Facebook, email campaigns, and DialMyCalls text broadcasts.
- Maintain consistent messaging while adapting content to the needs of each audience and platform.

AI-Enhanced Creative Workflow

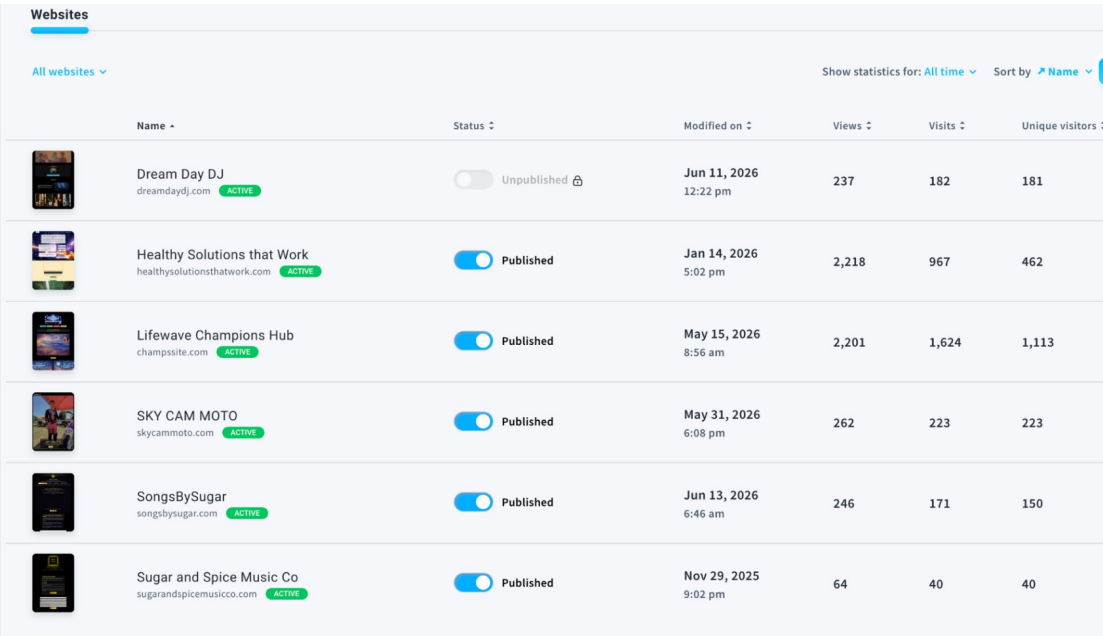
- Use ChatGPT and Google Gemini for research, copy development, editing, project planning, content organization, and troubleshooting.
- Use Suno for AI-assisted music creation and Camtasia, Audiate, Snagit, Camtasia Assets, and Canva for finished multimedia production.
- Apply human review, fact-checking, proofreading, and brand judgment to all AI-assisted work.

PRODUCTION ECOSYSTEM

COMMUNICATION GetResponse DialMyCalls Facebook Pages	WEBSITES GetResponse GoDaddy HTML/CSS edits	MULTIMEDIA Camtasia Audiate Snagit Canva Suno	AI & RESEARCH ChatGPT Google Gemini Prompt development
PUBLISHING YouTube Studio Email campaigns Text broadcasts	QUALITY Mobile QA Proofreading Link checks	ANALYTICS Google Analytics Search Console SEO basics	ASSETS Images Video Audio PDFs Playlists

WEBSITE PORTFOLIO

Representative GetResponse website portfolio spanning wellness, ministry, nonprofit, small-business, and creative projects. The dashboard below represents websites only; landing pages are managed separately in GetResponse.



The screenshot shows the 'Websites' section of the GetResponse dashboard. It features a table with columns for Name, Status, Modified on, Views, Visits, and Unique visitors. The table lists six websites, with the first one being 'Unpublished' and the others 'Published'. Each website entry includes a thumbnail image, the website name, its domain, and an 'ACTIVE' status indicator. The 'Modified on' column shows the date and time of the last update. The 'Views', 'Visits', and 'Unique visitors' columns provide performance metrics for each website.

Name	Status	Modified on	Views	Visits	Unique visitors
 Dream Day DJ dreamdaydj.com ACTIVE	Unpublished	Jun 11, 2026 12:22 pm	237	182	181
 Healthy Solutions that Work healthysolutionsthatwork.com ACTIVE	Published	Jan 14, 2026 5:02 pm	2,218	967	462
 Lifewave Champions Hub champssite.com ACTIVE	Published	May 15, 2026 8:56 am	2,201	1,624	1,113
 SKY CAM MOTO skycammoto.com ACTIVE	Published	May 31, 2026 6:08 pm	262	223	223
 SongsBySugar songsbysugar.com ACTIVE	Published	Jun 13, 2026 6:46 am	246	171	150
 Sugar and Spice Music Co sugarandspicemusicco.com ACTIVE	Published	Nov 29, 2025 9:02 pm	64	40	40

Representative GetResponse website and landing-page portfolio, including LifeWave Brand Partner, ministry, nonprofit, small-business, and

Selected active GetResponse websites and performance data.

PORTFOLIO EVIDENCE

The portfolio demonstrates breadth and ongoing maintenance: multiple live properties, custom domains, recurring updates, embedded media, private resources, and audience engagement across distinct brands and missions.

LANDING PAGE PORTFOLIO & ENGAGEMENT

Selected GetResponse landing pages ranked by visits. Many of the strongest-performing recent pages support LifeWave Brand Partners and wellness professionals, alongside ministry, small-business, and community projects.

	Heart Sisters News heart-sisters-news.grwebsite.com ACTIVE	 Published	Jul 12, 2026 1:13 pm	2,156
	PCSHOPNETWORK.COM pcshopnetwork.com ACTIVE	 Published	Mar 24, 2026 7:17 pm	866
	Tammy Gee Page tammy-gee.getresponsesite.com ACTIVE	 Published	May 12, 2026 1:54 pm	642
	TeslaEd.com teslaed.com ACTIVE	 Published	Feb 10, 2024 2:15 pm	557
	Linda Palmer page linda-palmer.getresponsesite.com ACTIVE	 Published	May 8, 2026 4:59 pm	539
	Terry Beatley Page terrybeatley.gr-site.com ACTIVE	 Published	May 12, 2026 1:58 pm	528
	Judy Turner page judy-turner-page.grwebsite.com ACTIVE	 Published	May 22, 2026 7:56 pm	446
	Cellular Wellness Shop cellular-wellness-shop.getresponsesite.com ACTIVE	 Published	May 8, 2026 12:31 pm	426
	Kevin Clem	 Published	Jun 9, 2026	388

Real GetResponse visit data provides evidence of active use and audience reach.

WHAT THE DATA DEMONSTRATES

- Landing pages are not merely designed and published; they are actively shared with prospective customers, community members, and business audiences.
- LifeWave Brand Partner pages appear among the stronger-performing projects, supporting customer education and one-to-one follow-up.
- Projects are maintained over time as videos, links, promotions, branding, and business needs change.

LEADERSHIP, BUSINESS DEVELOPMENT & RECOGNITION

More than three decades of independent business development and relationship-based marketing experience across established and startup wellness organizations. Strongest contributions have consistently centered on communication, three-way calls, team support, recognition, and creating tools that help others succeed.

- Earned numerous performance, leadership, team-building, and field-recognition awards across several organizations.
- Qualified for incentive travel, including an all-expense-paid week with the founder of Victory Nutrition International.
- Supported startup and launch activity through extensive three-way calls with the company owner and field leaders, helping new people understand the business and move forward.
- Created a recognition-centered culture that celebrated team accomplishments and rewarded progress.
- Victory Nutrition founder Bill Downs affectionately nicknamed Gina the "Victory Angel" in recognition of encouragement, service, and commitment to helping people succeed.

Selected Organizations & Roles

- Nu Skin - Independent Distributor | Business Development
- Quorum - Independent Distributor | Business Development
- International Heritage - Independent Distributor | Business Development
- Health Through Nutrition - Top-Performing Independent Distributor | Marketing & Business Development
- Max International - Independent Distributor | Business Development
- LiveTheSource - Master Distributor | Marketing & Business Development
- Victory Nutrition International - Independent Affiliate/Distributor | Startup Launch Support & Business Development
- LifeWave - Independent Brand Partner | Digital Communications & Business Development

Earlier Professional Experience

American Airlines - International Agency Sales | 1989-1991

- Supported international travel-agency relationships, sales operations, account coordination, and professional communications in a corporate airline environment.

Forsyth Medical Center, Winston-Salem, NC - Nursing Assistant | January 1978-January 1989

- Provided compassionate patient care in a fast-paced hospital setting while building a foundation in communication, teamwork, organization, service, and dependability.

TECHNOLOGY & PROFESSIONAL DEVELOPMENT

Communication Platforms: GetResponse • DialMyCalls • YouTube Studio • Facebook Business Pages

Website & Domain Management: GetResponse websites and landing pages • GoDaddy • DNS • Custom domain connections • Website publishing • Working HTML/CSS knowledge

Multimedia Production: Camtasia • Camtasia Assets • Audiate • Snagit • Canva • Suno • Video and audio editing

Artificial Intelligence: ChatGPT • Google Gemini • Prompt development • AI research • Writing and editing • Image generation • Video planning • Workflow design

Analytics & Optimization: Google Analytics • Google Search Console • SEO fundamentals • QA testing • Link verification • Image optimization

Self-directed, continuous learner who has expanded technical expertise through decades of hands-on application, independent study, real client projects, and practical use of emerging technologies.

PROFESSIONAL VALUES

INTEGRITY Honest communication, dependable follow-through, and respect for people and organizations.	CONTINUOUS LEARNING Actively learns new platforms, technologies, and workflows and applies them to real projects.
HELPING OTHERS SUCCEED Creates tools, resources, and encouragement that help people move forward.	SERVANT LEADERSHIP Leads through service, relationships, recognition, and collaboration.
CREATIVE PROBLEM SOLVING Turns scattered ideas and complex needs into organized, usable communication systems.	QUALITY & DETAIL Reviews wording, links, images, layouts, mobile presentation, and audience experience before publishing.

PROFESSIONAL LEADERSHIP STATEMENT

“Throughout my career, I have been at my best when helping organizations communicate more clearly, connect more effectively, and help people succeed.”

CONTACT & PORTFOLIO

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