

# GINA S. BENDER

## AI COMMUNICATIONS STRATEGIST

Strategic Communication | Website Development | Email Automation | Multimedia

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Helping organizations communicate with clarity through strategic content, websites, multimedia, email automation, and thoughtfully applied artificial intelligence.

## EXECUTIVE PROFILE

**AI Communications Strategist with 35+ years of experience** helping businesses, ministries, nonprofits, wellness professionals, entrepreneurs, and mission-driven organizations turn complex ideas into clear, polished digital communication. Combines deep marketing, relationship-building, and content experience with modern AI-assisted tools to create websites, landing pages, email campaigns, multimedia, and recurring communication systems. Known for independent project ownership from research and planning through writing, production, publishing, testing, mobile optimization, and ongoing improvement.

## CAREER HIGHLIGHTS

**35+**  
Years in Marketing &  
Communications

**13+**  
Years Using GetResponse

**100+**  
Websites & Landing Pages

**1,000+**  
Videos Edited or Published

**250+**  
Multimedia Productions

## CORE EXPERTISE

Strategic Communications • Content Strategy • Website & Landing-Page Development • Email Marketing & Automation • GetResponse • Responsive HTML/CSS • Mobile Optimization • Multimedia Production • YouTube Publishing • Content Operations • Quality Assurance • AI-Assisted Workflows • Digital Publishing • Domain & DNS Management • Project Leadership

## PROFESSIONAL EXPERIENCE

### Independent AI Communications & Digital Marketing Consultant

#### Self-Employed | 1991-Present

*Partner with businesses, ministries, nonprofits, wellness professionals, entrepreneurs, and mission-driven organizations to create integrated communication systems using strategic content, websites, multimedia, email automation, and AI-assisted workflows.*

- Designed, developed, launched, and maintained 100+ websites and landing pages, including responsive layouts, embedded media, forms, downloadable resources, private content areas, branded links, and mobile optimization.
- Created thousands of newsletters, automated email campaigns, educational resources, announcements, promotional messages, and recurring digital communications.
- Produced, edited, published, or managed 1,000+ videos supporting businesses, ministries, nonprofits, wellness education, memorial projects, campaigns, and personal storytelling.
- Built long-term email and autoresponder systems that combine campaign strategy, contact management, segmentation, scheduling, mobile testing, and ongoing updates.
- Use ChatGPT, Google Gemini, and Google AI Studio in daily professional workflows for research, planning, writing, editing, troubleshooting, information organization, documentation, website content, and campaign development, with careful human review.
- Manage custom domains, GoDaddy registrations, DNS settings, branded URL connections, website quality assurance, links, forms, content updates, and post-publication improvements.
- Independently manage multiple simultaneous projects from first conversation through planning, production, publishing, testing, revision, and ongoing support.

### Founder & Creative Director

#### Songs By Sugar | 2024-Present

*Founded a multimedia storytelling brand combining custom songwriting, AI-assisted music creation, websites, video production, YouTube publishing, customer communication, branding, and digital marketing.*

- Produced 250+ custom songs and multimedia projects, including anniversary songs, memorial tributes, ministry projects, business themes, legacy stories, children's productions, and personalized gifts.
- Manage the full customer experience, including story collection, lyric development, creative direction, music production, video editing, website management, publishing, and delivery.
- Use ChatGPT, Suno, Camtasia, Audiate, Snagit, and YouTube Studio to move projects from initial concept through completed publication.
- Manage SongsBySugar.com, YouTube content, thumbnails, descriptions, playlists, audience-facing assets, branding, and promotional materials.
- Published the Christian children's book *The Path* as a free faith-based family resource.

SELECTED LEADERSHIP, NONPROFIT & BRAND SUPPORT

Digital Communications Consultant

Hosea Initiative / Mercy 4 Life

- Provide ongoing communications and multimedia support through websites, landing pages, email campaigns, long-term autoresponder systems, videos, original music, downloadable resources, replay pages, mobile optimization, and digital outreach.
- Create mobile-optimized HTML email content and campaign resources while collaborating directly with leadership on message clarity, consistency, and launch readiness.
- Developed and organized a digital music platform featuring 35+ original mission-based songs and multimedia resources.

Digital Communications Coordinator

Heart Sisters Bible Class

- Produce and distribute weekly newsletters, prayer updates, announcements, calendars, birthdays, attendance resources, class materials, and private web content.
- Manage multi-channel communication through GetResponse email campaigns and DialMyCalls text broadcasts.

Digital Communications & Website Support

LifeWave / X39 Brand Partner Projects

- Designed and maintain customized websites, private landing pages, educational resources, password-protected content, embedded media, and customer follow-up tools for independent Brand Partners.
- Maintain ChampsSite.com and HealthySolutionsThatWork.com, including content updates, responsive formatting, links, media, controlled-access resources, and mobile quality assurance.

AI TRAINING & PROFESSIONAL DEVELOPMENT

**Ongoing hands-on professional development focused on practical AI use in communication, content production, and digital workflows.** Regularly study new capabilities, test emerging features, and apply ChatGPT, Google Gemini, and Google AI Studio to real projects involving research, writing, editing, website content, email campaigns, documentation, troubleshooting, information organization, and creative planning. Maintain a human-centered approach with careful review, fact-checking, and professional judgment. Expanding knowledge of AI-assisted visual storytelling and business-assistant concepts through project-based learning.

TECHNOLOGY & PLATFORMS

|                                |                                                                                                                                    |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| AI & Productivity              | ChatGPT • Google Gemini • Google AI Studio • AI-assisted research, writing, editing, planning, documentation, and workflow support |
| Websites & Publishing          | GetResponse • Responsive HTML/CSS editing • Landing pages • Website QA • Mobile optimization                                       |
| Email & Outreach               | GetResponse email marketing • Autoresponders • Contact management • Segmentation • DialMyCalls                                     |
| Multimedia                     | Camtasia • Audiate • Snagit • Suno • YouTube Studio • Video editing and publishing                                                 |
| Web Infrastructure & Analytics | GoDaddy • DNS configuration • Custom domains • Google Analytics • Google Search Console                                            |

EARLIER PROFESSIONAL EXPERIENCE

American Airlines - International Agency Sales (1989-1991) | Forsyth Medical Center - Nursing Assistant (1978-1989)

**Relationship-Based Marketing:** Independent distribution, business development, launch support, team communications, field leadership, customer relationships, and training across multiple wellness organizations.

PROFESSIONAL STRENGTHS

Strategic Communication • Relationship Building • Creative Problem-Solving • Servant Leadership • Independent Project Ownership • Attention to Detail • Adaptability • Continuous Learning