

GINA S. BENDER

DIGITAL COMMUNICATIONS STRATEGIST

Content Operations • Websites • Multimedia • AI • Marketing Communications

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EXECUTIVE PROFILE

Digital communications and content operations professional with 35+ years of marketing, business development, and relationship-focused leadership experience. Builds and maintains websites, landing pages, newsletters, multimedia, email and text communications, and AI-enhanced content systems for businesses, nonprofits, ministries, wellness professionals, and mission-driven organizations. Known for turning complex ideas into clear, polished digital resources, managing multiple projects independently, and helping organizations communicate more effectively.

35+ Years	13+ Years	100+	1,000+	Thousands
Marketing & business development	GetResponse experience	Websites & landing pages	Videos edited or published	Newsletters & digital communications

CORE EXPERTISE

Website Development & Maintenance • Content Management • Landing Pages • Email Marketing • Marketing Automation • Newsletters • Copywriting • Proofreading • Website QA • Image Optimization • Responsive Design • YouTube Publishing • Facebook Business Pages • Video Production • Digital Asset Management • Domain & DNS Management • AI-Assisted Content Workflows • Project Coordination

PROFESSIONAL EXPERIENCE

Independent Digital Communications & Marketing Consultant | Self-Employed | 1991–Present

- Designed, developed, published, and maintained 100+ websites and landing pages using GetResponse and related digital publishing tools.
- Created thousands of newsletters, email campaigns, announcements, promotional messages, educational resources, and recurring digital communications.
- Published or edited approximately 1,000 videos across YouTube channels supporting wellness, nonprofit, ministry, business, memorial, and storytelling initiatives.
- Managed website content updates, formatting, proofreading, image optimization, links, forms, mobile presentation, and quality assurance.
- Managed custom domains through GoDaddy and GetResponse, including registration, renewals, DNS settings, branded URL connections, and website deployment.
- Built privately shared and password-protected resource areas containing testimonials, educational media, and unlisted videos for controlled one-to-one communication.
- Integrated ChatGPT and Google Gemini into daily workflows for research, writing, editing, website content, campaign planning, image ideation, video development, and document creation.
- Managed multiple simultaneous projects independently while adapting quickly to changing priorities and maintaining consistent quality.

Founder & Creative Director, Songs By Sugar | 2024–Present

- Built a multimedia storytelling brand producing 225+ custom song videos, tribute productions, ministry projects, business themes, and legacy stories.
- Manage the website, YouTube channel, publishing workflow, titles, descriptions, thumbnails, playlists, branding, and audience-facing digital assets.
- Use ChatGPT, Suno, Camtasia, Camtasia Assets, Audiate, Snagit, and Canva to move projects from concept through finished publication.
- Published the Christian children's book *The Path* as a free faith-based resource.

SELECTED LEADERSHIP, NONPROFIT & BRAND SUPPORT

Volunteer Digital Communications Consultant, Hosea Initiative / Mercy for Life

- Support Terry Beatley’s nonprofit through website development, landing pages, newsletters, graphics, videos, and digital outreach resources.
- Created and organized a digital music platform featuring 35+ original songs supporting educational and mission-based communication.
- Collaborate directly with leadership to maintain consistent messaging, update resources, and strengthen public engagement.

LifeWave Brand Partner Digital Communications

- Designed and maintained customized, privately shared websites and landing pages supporting one-to-one customer education, prospect communication, and business follow-up.
- Maintain ChampsSite.com as a free Brand Partner resource, including a password-protected Resources area with testimonials and unlisted educational videos.
- Built numerous individualized LifeWave partner pages and managed content, embedded media, links, mobile formatting, updates, and quality assurance.
- Maintain HealthySolutionsThatWork.com as an independent wellness website representing LifeWave and Victory Nutrition products and educational resources.

Heart Sisters Bible Class — Digital Communications Coordinator

- Produce and distribute weekly newsletters, announcements, prayer updates, calendars, class resources, and online communications.
- Manage multi-channel distribution through GetResponse email campaigns and DialMyCalls text broadcasts.

EARLIER PROFESSIONAL EXPERIENCE

American Airlines	International Agency Sales 1989–1991
Forsyth Medical Center	Nursing Assistant January 1978–January 1989
Relationship-Based Marketing	Independent distributor, launch support, team communications, three-way calls, business development, and field leadership across multiple wellness organizations.

TECHNOLOGY & PLATFORMS

Digital Publishing: GetResponse • Website publishing • Landing pages • HTML/CSS light editing • Website QA • Responsive layout
Email & Outreach: GetResponse email marketing • Marketing automation • DialMyCalls • Newsletter and text distribution
Multimedia: Camtasia • Camtasia Assets • Audiate • Snagit • Canva • Suno • YouTube Studio
AI & Productivity: ChatGPT • Google Gemini • Prompt development • AI-assisted research, writing, planning, and content production
Web Infrastructure: GoDaddy • GetResponse domains • DNS configuration • Custom domain connections • Password-protected resources
Social Platforms: YouTube Studio • Facebook Business Pages • Content publishing • Page maintenance • Multimedia distribution

PROFESSIONAL STRENGTHS

Servant Leadership • Relationship Building • Attention to Detail • Creative Problem-Solving • Continuous Learning • Clear Communication • Independent Project Ownership • Helping Others Succeed