

JOSHUA A. BENDER

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Specializing in communications and marketing management, strategy, production, and content creation with:

- More than 10 years experience in copy writing and editing.
- More than 15 years experience in web design and management.
- More than 20 years experience in graphic design.
- More than five years experience in social media strategy and vendor relations.

EXPERIENCE

MORTGAGE BANKERS ASSOCIATION, Washington, DC

Communications/Marketing Consultant · April 2015 – September 2016

- Designed, created copy, routed, and sent marketing messages for education program, membership recruitment and retention programs, events, meetings, and other programs.
- Developed microsites for special programs, events, and services.
- Wrote and produced instructional guides for new software systems, such as CMS and advertising software.
- Created and maintained dynamic web pages and microsites using Ingeniux CMS.
- Researched and ran social media and alternative marketing opportunities.

Key Achievements:

- Developed and designed specialty microsites for several internal clients, including Mortgage Banking magazine, Mortgage Banking Bound, and We Believe campaign among others.
- Wrote, produced, and internally published a half-dozen guides for Ingeniux website CMS and advertisement management software.

BLUE RASTER, Arlington, VA

Senior Copy Writer · February 2015 – March 2015

- Developed, wrote, and edited web copy for leading interactive mapping technology and GIS firm's new website.
- Simplified complex technical concepts and descriptions for a mass audience.

BLOOMBERG BNA, Arlington, VA

Online Marketing Strategist · October 2014 – December 2014, March 2015 – April 2015

- Led content strategy and marketing copy writing for Bloomberg BNA website re-launch.
- Produced a unified voice for all website copy material across all business units and product types, editing or creating hundreds of pages of content.
- Created copy that was action-oriented, clear and concise, and that best markets Bloomberg BNA's products.
- Edited, proofread, and ran quality assurance on over two-hundred web pages of copy, as well as 60-page print catalog.

VERTO SOLUTIONS LLC, Washington, DC

Communications Manager · December 2009 – January 2014

- Managed all online and print communications for trade association management firm and six trade association clients.
- Served as manager and project leader for communications team of three staff members. Coordinated projects from inception to completion, including: creative development, scheduling and task management, staff oversight, and vendor relations. Entrusted with final responsibility for timely completion of deliverables.
- Responsible for the artistic and content production for all clients' web and print-based communications materials. Tasks included online and print design, website database management, website maintenance, and client support.

Key Achievements:

- Initially designed, developed, and published annual report for key client. Oversaw future publications following successful launch of the report.
- Was tasked to develop and oversee creation of advocacy website in-house, after client rejected high-profile vendor's design. Despite the high stress situation, the client was extremely satisfied with my design.
- Designed and developed marketing brochure for Verto, transforming an initial request for an in-house stapled-bound printing into a sleek, professional printed booklet at minimal cost. Client mentioned the quality of the brochure when accepting our bid.

CONGRESSMAN MICHAEL E. McMAHON, Washington, DC

Legislative & Communications Intern · February 2009 – July 2009

- Provided day-to-day constituent services for freshman Congressman in Capitol Hill office. Answered constituent concerns over the telephone and by mail. Tracked constituent opinions via Quorum database.
- Attended briefings and committee meetings, wrote memos and constituent letters concerning legislative issues, and researched and drafted talking points for Congressman. Compiled press databases, updated website and social media outlets, created and edited news releases and newsletters, and produced videos, visual aids and other media.

LOCALTEL, INC., Lawrence, MA

Graphic Designer · November 2006 – June 2007

- Assistant publisher of local area Yellow Page phone books.
- Oversaw creation and publishing of all ads, from design and layout to proofing and converting into computer-ready copy, to marketing decisions.
- Created and managed graphic file database system.

CHINA UNIVERSITY OF PETROLEUM, Dongying, Shandong, PRC

Adjunct Professor of English · September 2004 – February 2006

- Taught oral English, writing, and U.S./British culture at Chinese University to freshman, sophomore, and junior-level English majors, non-English engineering majors, University professors, and visiting businessmen.
- Designed and implemented syllabus and lesson plans for 30 students per oral English course and 60 per writing course.

TECHNICAL PROFICIENCY

- **Expert** in Adobe CC software suite including: Illustrator, Photoshop, InDesign, DreamWeaver, and Acrobat; Quark Xpress; Microsoft Office; and a variety of other PC and Mac software;
- **Proficient** in HTML, Web 2.0 design, Drupal, Wordpress, CSS, proprietary CMS platforms Ingeniux and Ektron, mass email platforms, Social Media, and general web development.
- **Moderate** knowledge and familiarity with MYSQL databases and Redhat Linux servers.
- Sound and video production experience.

EDUCATION

BRANDEIS UNIVERSITY, Waltham, MA
Master of Arts, Comparative History · May 2008

SKIDMORE COLLEGE, Saratoga Springs, NY
Bachelor of Arts, English/Creative Writing · May 2002
Honors: Cum Laude, English Departmental Honors, Periclean Honors Society Member