

[Matt Bendell](#)

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## **About Me**

I am a Senior Communications Specialist and project manager with writing, production, editorial and marketing experience. I have worked with media ranging from news and magazine writing, to television and audio production, social media branding, SEO content development, internal and external communications, content creation and editing, web content development and video and audio editing and production. I have 17 years of experience in various communication mediums.

In addition to my current role with a global nonprofit organization, I have freelanced for various periodicals (national and local). I have written, edited and produced nationally distributed radio programs, written technical reports in various forms, including funding reports to major donors in the non-profit sector. I have also written educational grants and have worked in television programming.

I have interviewed a wide variety of guests from music artists and politicians, to authors, actors and TV personalities. I hold a Bachelor of Arts degree in Communication Arts/Journalism (Marketing minor) and currently reside in the Midwest.

## **Personal Assessments**

Top Five Gallup Strengths:

Input | Strategic | Belief | Responsibility | Deliberative

Myers - Briggs:

ESTJ (Extraverted, Sensing, Thinking, Judging)

Enneagram Types:

2 (Helper), 3 (Achiever), 9 (Peacemaker)

The Predictive Index: Guardian

## **Specialties**

Content editing, writing, production marketing, advertising, communications, public relations, radio/TV script writing, magazine writing, news writing, SEO, blog writing and interviewing/reporting, analytics, internal/external communications

## **Work Experience**

### **Senior Communications Specialist** Cru - Orlando, FL

February 2009 to Present

Manage and oversee internal and external communications and media projects. I also handle web content, daily email campaigns, branding, and partnerships with radio stations, industry leaders and organizations and public relations firms. I write, edit and produce "Making Your Life Count," a daily radio feature heard on more than 900 radio stations/1,600 signals nationwide (with a daily listening audience of more than 3 million). Plan the guest lineup, schedule and conduct interviews in our radio studios and via phone, oversee interview transcription, write and produce daily radio program scripts and oversee studio recording with host. The radio features are distributed via satellite, internet (mp3s and zipped files) and CD mailings.

### **Producer/Writer/Editor** JESUS Film Project - Orlando, FL

June 2006 to February 2009

Wrote reports for major donors who funded new language versions of the film (currently in more than 2,000 languages). Gathered information, conducted interviews and organized the information into presentable fashion. Maintained and updated the "stories" section of the [www.Jesus Film.org](http://www.JesusFilm.org) website. Wrote and produced the JESUS Film World Report (a broadcast ministry of the JESUS Film Project). Wrote and edited scripts, sent them off to pronunciation teams, and ensured recording. Conducted interviews, edited sound bites and distributed one-minute news spots as Public Service Announcements to air on more than 500 radio stations nationwide.

### **Master Control Operator** Sinclair Broadcast Group - Pensacola, FL

December 2004 to May 2006

Programming at Sinclair Broadcast Group. Tuned live shots for the 5, 6 and 10 p.m. news. Controlled on-air operations for both the local ABC affiliate (channel 3) and My Network TV35. Kept detailed logs of all on-air operations for reference by the Federal Communications Commission and the public. Dubbed commercial spots for both stations, recorded satellite feeds, and timed programming to air.

## **Education**

### **Bachelor of Arts in Communications/Journalism** University of West Florida -Pensacola, FL

## **Skills**

Research, Microsoft Office, Marketing, Communications, Copywriting, Public Relations, Interviewing, Television, Photography, Blogging, Production, Adobe Suite, Copy Editing, HTML, Non-profits, Web Design, Press Releases, Newspaper, Broadcasting, Broadcast Writing, Social Media, Brand Awareness and Promotion, AP Style (15+ years), Microsoft Office, Content Management Systems, Public Relations, Marketing, Google Analytics, Digital Marketing, Search Engine Optimization (SEO), Video Editing, WordPress, Video Production, Content Development, Journalism, Proofreading, Social Media Management, Copywriting, English, Relationship management, Adobe InDesign, Content Management