

EMILY BENDA

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(319) 464-6498

EDUCATION

Iowa State University

B.S. Journalism and
Mass Communication
B.A. Spanish

Graduation: May 2018

SKILLS

AP Style

Adobe Creative Suite

DSLR photography

Copyediting

Wordpress

Hootsuite Certified

Robly Email Marketing

Percolate Marketing
Software

BLOX CMS

Strata Marketing
Software

iWorks

Microsoft Office

HONORS

Iowa State University
Dean's List

Pi Beta Phi Values
Scholarship

Phyllis J. Lepke
Scholarship

Scripps Howard
Diversity Award

Richard E. Disney
Scholarship

George Washington
Carver Scholar

Ellen M. Walvoord
Scholarship

Cleo Fitzsimmons
Scholarship

WORK EXPERIENCE

New Writer | Concentrate - Issue Media Group

Sept. 2018-Present

- Write weekly local stories on arts, innovation, research and awards
- Write long-form features on local issues

Communication Specialist | Domino's Pizza LLC

June 2018-Present

- Write weekly corporate newsletter sent to 2,000+ employees
- Strategize and execute best practices for human resources communication
- Create and update site pages for the company's intranet
- Write social media posts for the company's internal social network platform
- Write emails, letters, speeches and video scripts for the company's CEO

Editorial Apprentice | Traditional Home - Meredith Corporation

Sept. 2017-June 2018

- Produced, wrote and styled 20+ stories and sidebars for digital and print issues
- Interviewed 30+ prominent interior designers for long-form features
- Pitched story ideas and products to be featured in digital and print publications
- Researched merchandise (textiles and furniture) for print features

Communications Intern | Electrical & Computer Engineering Dept.

Nov. 2015-May 2018

- Designed and created 25+ page layouts and infographics for 3 issues of the alumni magazine
- Wrote 80+ technical articles on department achievements, one of which inspired an alum to donate \$1,000 to the department
- Designed and wrote monthly email newsletters (24+) for 1,000+ students
- Updated and maintained department's website and social networking sites

Communications Intern | Land O'Lakes, Inc.

Summer 2017

- Wrote 10 articles targeted at employees and member owners published on digital platforms
- Designed 50+ promotional slides for events displayed on TV screens around headquarters
- Drafted a media pitch sent to 10 university communication teams and was picked up by 4 department news websites
- Created 17 media lists with 400+ reporter contacts
- Filmed and edited 3 videos used on LOL's Instagram, Twitter and Facebook accounts

RELATED EXPERIENCE

Vice President of Communications | Pi Beta Phi

Jan. 2016-Dec. 2016

- Acted as chapter delegate to college Panhellenic Council for all 17 Greek women's sororities
- Managed chapter communications including 10 press releases, 2 alumnae newsletters, chapter website, social media accounts and 10 contributions to the fraternity's official magazine

Freelancer | Iowa State University

Sept. 2014-Dec. 2016

- Wrote 4 feature articles for the Iowa State University College of Business' alumni magazine
- Took 200+ photos for Dean of Students Office advertisements and atrium display

Arts & Entertainment Reporter | Iowa State Daily

Aug. 2014-Jan. 2016

- Wrote 70+ articles on Iowa State news and entertainment events for 36,000+ students

Social Media Manager | Lockard Realty Company

May 2014-Dec. 2015

- Created 10+ posts on social media platforms to promote real estate agents and properties
- Developed and maintained website content for agents to optimize SEO