

# Joanetta Hendel

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207 East Pine Ridge Drive . Westfield, IN 46074 . 317-473-8918 . joanetta.hendel@gmail.com

## SUMMARY OF QUALIFICATIONS

Creative communications professional with several years' experience in website development, branding and graphic design, copywriting, digital marketing, and search engine optimization.

## KEY SKILLS

- Website design and development
- Graphic design, layout and production
- Interviewing, writing and publishing
- Digital marketing and brand creation
- Photography and post-production
- SEO, local listing optimization

## PROFESSIONAL HISTORY

**Owner, 2017 - Present**

CONVERGENCE DIGITAL SOLUTIONS, Westfield, Indiana

- Plan and execute effective online strategies to help businesses increase sales. Services include website development, search engine optimization, google analytics, brand creation, digital marketing, copywriting, graphic design and photography.

**Owner, 2012 - Present**

WORDWORKS CREATE, Westfield, Indiana

- Provide niche services to assist authors, speakers, and small-business entrepreneurs fulfill their dreams. Services include webdesign, branding, social media, publishing, editorial services, and media promotion.

**Graphics/Layout Designer, 2005 - 2011**

FINANCIAL STRATEGIES, INC., Carmel, Indiana

- Designed the "look and feel" and planned the architectural layout for all web projects.
- Handled content management for all sites and provided "hands-on" training to our clients.
- Created and produced a wide variety of promotional print materials including postcards, flyers, book covers, and trade show banners.
- Managed deadlines and coordinated production schedules with outside vendors.
- Implemented strategies for online marketing and email campaigns creating and coordinating online and print marketing pieces.
- Received the "Employee of the Year" award in 2006.

**Director of Communications, 2002—2005**

NORTHVIEW CHURCH, Carmel, Indiana

- Managed and provided oversight for marketing, web presence, online and print communication.
- Developed and administered an annual marketing budget of \$95,000.
- Planned, promoted and executed four grand-opening events welcoming 4,000 guests.
- Published a 12-page bi-monthly newspaper for six consecutive years in which I directed all content, design, and production.
- Designed and produced a weekly e-mail newsletter increasing our subscriber base by 90%.
- Coordinated and led several interdependent project teams combining the talents and experience of graphic artists, writers, IT specialists, photographers and public relations experts.

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## EDUCATION

- Marketing/Communications: St. Mary of the Woods College, Terre Haute, Indiana
- Fox Web School - Website Business Foundation Course
- Cereal Entrepreneur Academy - Digital Marketing School, SEO Academy

## SOFTWARE PROFICIENCY

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Light Room
- Adobe Bridge
- Adobe Dreamweaver
- Wordpress
- Elementor
- Beaver Builder
- Microsoft Office Products

## WEB-BASED PROFICIENCY

- HTML
- CSS
- Javascript
- Google Analytics
- Joomla CMS
- G-Suite
- SEO

## ADDITIONAL ACCOMPLISHMENTS

- Freelance Photographer, 2008-present
- Two years accreditation in Toastmasters International, 1998-1999
- Author of *God Will Teach Me to Fly*, 356-page softcover book, 2011, 2016
- Freelance Writer: Indianapolis Monthly Magazine, 1988; RCI Perspective Magazine, 1989; Intensive Caring Unlimited, 1989; The Country Parson, 1990; Enterprising Woman, 1994
- Staff Writer: Bereavement Magazine - 1987, 1988, 1989
- Accredited Stephens Minister, 1991
- Healing Prayer Counseling Ministry, 1998-2011

## REFERENCES

*Mark Crull*, Executive Pastor  
Northview Church  
12900 Hazel Dell Parkway  
Carmel, Indiana 46033  
317-846-2884 (office)

*Aaron Wilson*, CEO  
Financial Strategies, Inc.  
695 Pro-Med Lane  
Carmel, IN 46032  
317-490-5572 (cell)

*Nicole Sardinias*, (Former) Project Manager  
Financial Strategies, Inc.  
695 Pro-Med Lane  
Carmel, IN 46032  
317-408-7356 (cell)

*Tony Sardinias*, Training Specialist  
TriMedx  
5451 Lakeview Parkway S Drive  
Indianapolis, IN 46268  
317-800-3985 (cell)

*Mark Carne*, IT Manager  
Financial Strategies, Inc.  
695 Pro-Med Lane  
Carmel, IN 46032  
317-201-9041 (cell)

*Gary Wickham*, (Former) Business Manager  
Northview Church  
12900 Hazel Dell Parkway  
Carmel, Indiana 46033  
317-848-7317 (cell)

## WEBSITES AND ONLINE PORTFOLIO

www.joanetta.com  
www.wordworkscreate.com  
www.convergencedigitalsolutions.com