

VALERIE BENDERSKY

AI-Powered Web Designer | WordPress & Elementor | Graphic Design

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PROFESSIONAL SUMMARY

Web and graphic designer with 20+ years of experience, now specializing in AI-accelerated web design. Pairs strong design fundamentals with WordPress/Elementor development and AI tools (Claude, ChatGPT, Grok) to ship polished, conversion-focused sites faster. Built and ran the full digital presence of a multi-market home-services company for 11 years — 10+ websites that each drive 100+ leads a month and hold #1 Google rankings. Seeking a remote web design role.

CORE SKILLS

Web Design & Development: WordPress, Elementor, HTML, CSS, responsive/mobile-first design, landing pages, site maintenance

AI-Powered Design: Claude, ChatGPT, Grok, Artlist AI Toolkit, AI image generation, AI-assisted content & workflows

Graphic Design: Brand identity & logos, marketing collateral, print design, packaging, vehicle wraps, Adobe Photoshop, Illustrator, InDesign, QuarkXPress, Canva

Digital Marketing & SEO: On-page & local SEO, Ahrefs, content creation, Google Ads, Google Business Profile (GMB), social media management, online reputation

Strengths: Full-stack creative ownership, client management, brand consistency, conversion-focused design

PROFESSIONAL EXPERIENCE

Owner & Lead Web Designer

VAL Creative — Los Angeles, CA (Remote) • 2015 – Present

Independent web design & digital marketing studio. Flagship client: Major Home Appliance, a multi-state appliance and BBQ repair company whose entire digital presence I own across Los Angeles, Bend (OR), and Honolulu (HI).

- Designed, built, and maintain **10+ WordPress/Elementor websites** end to end — building the company's presence from the ground up and fueling **expansion into multiple markets** over 11 years.
- Grew **BBQ Repair Doctor to #1 on Google in Los Angeles** — held for years, with **29 keywords in Google's top 3** (Ahrefs) — via ongoing SEO, content, and on-page optimization.
- Drive **100+ leads and up to 200–300 calls per month per site** through local SEO, content, Google Ads, and Google Business Profile.
- Created complete brand systems — logos, print, marketing materials, and a **company van wrap** — and manage social accounts and content.
- Work with an **AI-accelerated workflow** (Claude, ChatGPT, Grok, AI image generation) for faster design, content, and production.

Founder & Web Designer

Lead Horizon Marketing — Los Angeles, CA (Remote) • 2025 – Present

- Launched an AI-integrated web design & digital marketing practice serving home-service and small-business clients.

Senior Graphic / Web Designer • Patriot Communications • 2009 – 2015

Led graphic and web design for a telecom agency — marketing materials, web pages, and brand assets (InDesign, Photoshop, Illustrator, HTML/CSS, SEO).

Graphic Designer • Wagner Creative Group • 2007 – 2009

Designed print and digital advertising for agency clients across multiple industries.

Graphic Designer • Drizen-Dohs Corporate Communications • 2003 – 2007

Created corporate identity and marketing collateral for clients including Suzuki, Speedo (Warnaco), and WellPoint.

PORTFOLIO HIGHLIGHTS

- BBQ Repair Doctor** — #1 on Google in Los Angeles for years; 29 keywords in Google's top 3 (Ahrefs).
- Honolulu Appliance Repair Pro** — WordPress site ranking in the top 3 for 14 local keywords (Honolulu, HI).
- Oregon Appliance Repair** — Lead-generating local service site supporting expansion in Bend, OR.

EDUCATION

Bachelor of Arts, Art — Concentration in Graphic Design & Web Design
California State University, Northridge