

# Anthony L. Trendl

creative marketing communications development & management

1188 Briarcliffe Blvd

Wheaton, IL 60189

630.890.9351

AnthonyTrendl@gmail.com

[AnthonyTrendl.com](http://AnthonyTrendl.com)

## Employment

### [Trendl Communications](#)      **Wheaton, IL**      **1996-present**

Freelance Writer/Communications Consultant

- Plan, train, write, edit, design, research, teach, and speak
- Manage contractors, staff per project, print brokers, printers
- Marketing communications, web content strategy and development, public relations, advertising, branding, PR
- Review for Amazon.com (750+ reviews, 25 guides)
- Write weekly fitness column for Chicago Tribune's TribLocal, "The Red Bandana"
- Use CMS, design, and web development software (Teamsite, SharePoint, Ektron, InDesign, Dreamweaver)

Sears, Roebuck and Co.	Blue Cross Blue Shield of Illinois	W. W. Grainger	NALCO Chemical Co.
UAL Loyalty Services	Cahners Publishing	InstallShield	Tyndale House Publishers
Allegiance Healthcare	Reliable Office Supplies	New Holland	Moody Press
Con-Agra	Allstate	Sammons-Preston	Central DuPage Hospital

### [Wheaton Academy](#)      **West Chicago, IL**      **2008-2009**

Director of Communications

- Directed internal and external publications and communications (printing costs decreased 30%, postal costs decreased 61%)
- Managed website and oversaw site redesign
- Managed public relations (WGN-TV, Chicago Tribune, Daily Herald, Sun-Times), school spokesperson
- Researched, provided creative direction and wrote weekly, three times a year and biannual newsletters
- Maintained Instant Alert system (emergency communications between the school and parents)
- Partnered with key board members, providing a liaison between the board and the school's communications efforts
- Developed communications policy development and oversaw branding
- Managed freelancers and vendor relationships

### [HungarianBookstore.com](#)      **Wheaton, IL**      **2002-present**

Project Manager and Content Developer

- Developed, wrote, designed and marketed profitable bilingual online bookstore and directory publisher
- Manage vendor and affiliate relationships including amazon.com, Commission Junction and LinkShare
- Manage online keyword (pay-per-click/PPC) advertising, including Google AdWords, AdSense and Bing
- Developed successful SEO (search engine optimization) campaign
- 90,000 page views/month, with top 10 Google search results for major terms
- Listed in the Library of Congress as a primary source for Hungarian books

### [Blue Cross Blue Shield of Illinois](#)      **Chicago, IL**      **7/2006-12/2006**

Project Leader, Communications, Information Technology Group (ITG) (contractor – TekSystems)

- Strategic lead to promote ITG brand and services to 17,000 employee network
- Developed schedule, plans and processes for content highlighting ITG on intranet (used Interwoven Teamsite)
- Created efficient, economical processes for the production of ITG communication vehicles
- Increased quality and reduced production cost 66% for internally published newsletters
- Developed strategy and process for an internal IT-focused blog

### [Hewitt Associates](#)      **Lincolnshire, IL**      **2005-2005**

Project Manager, Communications, Information Systems

- Oversaw communication from IS to the firm and to the intranet, including major projects/change initiatives, educational/tips communications, and ongoing operational information (streamlined communication processes)
- Developed annual internal communications plan
- Produced and promoted global teleconference event for 1,400 associates
- Provided templates, tools, and resources to help associates
- Provided communication counsel, support and training to associates interacting with external audiences
- Managed the IS communication infrastructure/vehicles, including large meetings, monthly updates, strategic practice leader communications, and ongoing tactical communications
- Facilitated plans for change management communications for new project management process

## Aetna

Chicago, IL

2004-2005

Senior Communications Manager, Aetna Global Benefits

- Managed communications for Aetna's international division
- Created communications strategy and calendar, including public relations, internet and e-communications
- Conducted company-wide communications gap analysis
- Developed and published series of segment-specific e-newsletters
- Responsible for internal communications, educating and tooling domestic and international sales force with materials focused on cross-selling products
- Manage marketing projects, working throughout the company to build relationships to promote brand
- Responsible for internally created content on division's intranet and internet areas

## **Message Strategy, Inc.**

Wheaton, IL

2002-2003

Director of Client Communications

primary client: Bromma Conquip, a major crane spreader manufacturer

- Managed and developed media relationships
- Managed relationship with external ad agency and overseas vendors to produce marketing materials
- Created and managed message development of collateral and ancillary documents, developed press releases, developed and managed sales and trade show presentations, and promotions

## **Chicago Manufacturing Center**

Chicago, IL

1999-2002

Marketing Manager

- Oversaw all marketing and communications
- Managed two reports: a white paper writer and an assistant
- Managed relationship with external public relations agency
- Managing editor of corporate internet site (hits grew 500%), developed content for usability and marketing, pursued linking and search engine relationships
- Developed/managed communications, publishing and public relations plan with a \$250,000 budget. Developed proposals, communications policies, and reorganized internal document structure.
- Promoted events and seminars
- Trained executives for interviews
- Liaison to media and state representatives

## International Fellowship of Christians and Jews

Chicago, IL

1997-1999

Direct Response Coordinator

- Oversaw 2.5 million piece/year direct response production and mailing
- Produced and published 12 newsletters/month, coordinating with consultants and management
- Managed and supervised three staff catalog personnel
- Directed \$80,000 50 product merchandising project, including marketing and product development (sales grew 47%/year), and e-commerce campaign (sales grew 10%/month)

## **Education**

### Wheaton College Graduate School

Wheaton, IL

1993-1995, 1999

MA, Communications (not attained: 36 hours - all but thesis)

- Marketing communications for international companies

### Illinois State University

Normal, IL

1991

BS, English

## **Software & Training**

### **Project & Marketing Management**

- MS Project, Visio, Excel, Act!, Sametime, SurveyMonkey, SurveyGizmo, Access, Lotus Notes, Outlook

### **Web & CMS**

Dreamweaver, Interwoven Teamsite, SharePoint, Ektron, HTML, WordPress, Front Page, RealTime, Fetch!, search engine optimization, usability

- Social Media: Facebook (manage 10 groups), Twitter (several accounts)
- Google: AdSense, AdWords, Google Blogspot/Blogger (manage 20 blogs)
- Yahoo: Groups (manage six discussion groups)
- Microsoft: Bing/AdCenter

## **Design**

- InDesign, Photoshop, Quark Xpress, PowerPoint, Bridge, Fireworks, Publisher, Acrobat, Illustrator, ImageReady, PageMaker