

Anthony L. Trendl
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Employment

Trendl Communications Wheaton, IL 1991-present

Writer and Communications Management Consultant

- Strategy development, editorial plans, internal branding, public speaking, social media strategy, teaching, business continuity messaging, newsletter writing, change management communications, web content, communications process, focus groups
- Manage contractors, staff per project, print brokers, printers
- Specialty in speechwriting
- Write fitness/running column for Chicago Tribune's TribLocal, "The Red Bandana"
- Write humor column for AOL Patch, "Bluster County Blues"

Sears, Roebuck and Co.

UAL Loyalty Services

Allegiance Healthcare

Con-Agra

Blue Cross Blue Shield of Illinois

Allstate

Reliable Office Supplies

W. W. Grainger

HungarianBookstore.com

APICS

InstallShield

New Holland

Sammons-Preston

NALCO Chemical Co.

Cahners Publishing

Tyndale House Publishers

Moody Press

Central DuPage Hospital

Bromma Conquip

Wheaton Academy West Chicago, IL 2008-2009

Director of Communications

- Directed internal and external publications and communications, with heavy writing responsibilities (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
- Developed communications policy development and oversaw branding
- Published weekly, three times a year and biannual newsletters
- Partnered with board members, providing a liaison between the board and the school's communications efforts
- Managed freelancers and vendor relationships

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
- Published internal newsletters, increased quality and reduced cost 66%
- Created efficient processes for the production of ITG communication vehicles
- Developed strategy and process for an internal IT-focused blog

Hewitt Associates **Lincolnshire, IL** **2005-2005**

Communications Manager, 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
- Developed annual internal communications plan with editorial schedule
- Produced and promoted global teleconference event for 1,400 associates
- Provided communication counsel and training to associates interacting with external audiences
- Managed the IS communication infrastructure, 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 marketing communications for Aetna's international division
- Created communications strategy and calendar, including public relations, internet and e-communications
- Conducted company-wide communications gap analysis
- Published series of segment-specific e-newsletters
- Responsible for internal communications, tooling domestic and international sales force with materials focused on cross-selling products
- Responsible for internally created content on division's intranet and internet areas

Chicago Manufacturing Center **Chicago, IL** **1999-2002**

Marketing Manager

- Oversaw all marketing and communications: print, electronic, internal/external
- Managed two direct reports: a white paper writer and an assistant
- Directed communications, publishing and public relations plan with a \$250,000 budget.
- Developed proposals, communications policies, and reorganized internal document structure.
- PR: Managed relationship with external public relations agency; promoted events and seminars; trained executives for interviews; liaison to media and state representatives

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

Web, CMS, Electronic Media

Dreamweaver, Interwoven Teamsite, SharePoint, Ektron, HTML, WordPress, Front Page, RealTime, Fetch!, ExactTarget, 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