

Anthony L. Trendl

creative marketing communications development & management

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Employment

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 write 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

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)
- Used 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

HungarianBookstore.com Wheaton, IL 2002-present

Project Manager and Content Developer

- Developed, wrote, designed and marketed profitable bilingual online bookstore and directory publisher
- Manage Hungarian language freelancers
- Pursue/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 Overture
- 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

