

Anthony L. Trendl

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AnthonyTrendl.com

ChicagoSpeechwriter.com

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 humor column for AOL Patch, "Bluster County"
- Wrote fitness/running column for Chicago Tribune's TribLocal, "The Red Bandana"

Sears Holdings Corporation

Blue Cross Blue Shield of Illinois

United Continental Holdings

Cardinal Health

Moody Press

Cahners Publishing

Boise Cascade

Tyndale House Publishers

W. W. Grainger

Allstate

Flexera Software

New Holland Construction

NALCO Chemical Co.

Con-Agra

Patterson Medical

Bromma Conquip

APICS The Association for Operations Management

JimSpivey.com

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

Aon Hewitt

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

- American literature/creative writing, significant studies in social-psychology

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