



Daina Mirsch-Wenner

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Objective

A creative, versatile and committed professional with diverse experience seeking a career utilizing my varied interests where challenge and growth are constants.

Profile

- Over 35 years computer experience with the uncanny ability to thoroughly learn software in a very short period of time
- Proficient trainer with capacity to communicate concisely to any audience
- Excellent multi-tasking abilities; quick and efficient problem solver
- Highly adaptable; thrive on challenges and excel in new environments
- Able to produce positive results independently; extremely self motivated

Related Work Experience

Web Development & Design

- Developed and update websites and blogs
- Produced website traffic analysis for Board of Directors
- Created and coordinated email marketing campaigns
- Created online web development training
- Worked in PHP, SQL, JavaScript, .NET and HTML on Unix and Windows-based platforms
- Promoted, developed and maintained websites using HTML and WYSIWIG platforms
- Wrote VBA and XML code for custom-built, interactive multi-level spreadsheets and databases

Marketing

- Developed and produced Social Media marketing
- Tracked website analytics to adjust navigation and layout
- Designed and developed advertising layouts and copy for print, radio and television advertisements
- Developed comprehensive promotional programs
- Coordinated schedules to distribute product in a timely manner
- Develop new marketing ideas, including a comprehensive Marketing Plan for the MNWT and the Minnesota Ballet

Graphic Design

- Produced and prepared layouts of flyers, brochures, and posters
- Prepared computer-assisted graphics and presentations
- Charged with layout of financial reports, forms, manuals and other correspondence
- Designed, published, and coordinated the printing and distribution of newsletters to over 5200 readers
- Developed promotional brochures for recruitment, event program advertising, ticket sales, etc.
- Compiled, printed and distributed organizational directories

Training

- Produced and presented webinars on a monthly basis
- Created online website development training
- Provided technical support for internal and external clients for computer software and hardware
- Presented training on record-keeping and various programming areas
- Taught WordPerfect 6.0 to English Composition students at UMD
- Produced Interactive Television Classroom education
- Trained on record-keeping and programming areas

Management

- Resolved staffing and client issues
- Managed and scheduled work shifts
- Presented achievement awards at organizational meetings
- Presided over meetings while regulating the meetings according to Robert's Rules of Order
- Reviewed and revised Bylaws & Policies of district and encompassing chapters

Customer Service

- Set-up and administrated client-interface meetings, teleconferences, and webinars
- Collected information to customize account configurations and resolve issues
- Worked closely with the Quality Assurance department to produce a quality projects
- Negotiated and administered contract agreements
- Problem solved issues and interpreted client needs
- Created and maintained custom database, departmental correspondence and reports
- Translated copy from English to French for Canadian clients

Employment

1998 – Now	Owner/Operator of Designs by Daina
2015 – Now	Office Manager for Evergreen Lawn Service, Duluth, MN
2013 – 2015	Temporary Employee for Kelly Services, Duluth & St. Cloud, MN
2006 – 2013	Systems / Web Manager for Alaska Center for the Performing Arts, Anchorage
2005 – 2006	Temporary Employee for Digital People, Bloomington, MN; ProStaff, Minneapolis, MN; and Action Plus, Monticello, MN
2004 – 2005	Account Implementation Coordinator, Gelco Information Network, Eden Prairie, MN
1998 – 2004	Design Specialist / Product Manager, Gelco Information Network, Eden Prairie, MN
1996 – 1998	Graphic Designer, Aquent, Minneapolis, MN
1995 – 1996	Account Management Administrator, Management Graphics, Minneapolis, MN
1995	Graphic Design Internist, HT Klatzky & Associates, Duluth, MN
1994 – 1995	Computer Consultant, UMD Information Services, Duluth, MN
1990 – 1991	Marketing Secretary, Computer Petroleum Corporation, Saint Paul, MN
1989 – 1990	French Teacher, Woodbury Senior High, Woodbury, MN

Volunteer

1995 – Now	Women of Today
1997 – Now	MNWT Marketing Committee
1998 – Now	MNWT Webmaster
2013 – Now	Local & District Newsletter Editor
2013 – Now	Duluth WT Webmaster
2017 – Now	USWT Public Relations Director
2017 – Now	USWT Marketing Committee
2016 – 2017	District Secretary/Treasurer
2014 – 2017	MNWT Awards Subcommittee Chair
2014 – 2015	MNWT Statewide Project Chair
2014 – 2015	Duluth WT President
2003 – 2004	MNWT Marketing Committee Chair
1997 – 2004	USWT Marketing Committee
2001 – 2004	USWT Material Review Committee
2002 – 2003	MNWT Secretary
1998 – 2003	Local, State & National Webmaster
1997 – 2003	Local & District Secretary
1997 – 2003	Local, District & State Program Manager
2001 – 2002	Executive Officer
1999 – 2002	Marketing Committee Secretary
1996 – 2002	Local, District & State Newsletter Editor
2010 – 2014	Anchorage Mayor's Charity Ball Webmaster
2008 – 2013	Anchorage Weaver's & Spinners Guild
2010–2011	Public Outreach Coordinator
2009–2010	Newsletter / Website Editor
2004 – 2005	Basilica of Saint Mary Basilica Block Party Committee, Avenues Committee

Education

Bachelor's of Business Administration, 1995 <i>University of MN, Duluth, MN</i>
▪ Majors: Marketing & Graphic Design
▪ 1995 Regional Award for Non-Profit Promotional Plan, Minnesota Ballet
Bachelor's of Science, 1989 <i>St. Cloud State University, St. Cloud, MN</i>
▪ Majors: French & Political Science
<i>Lycee de Jules Renard, Nevers, France</i>
▪ Courses included: French History, Literature and Culture

Computer Competencies

- Adobe web development & design software
- Microsoft Office products
- Multiple other software programs and apps

Languages

- English: Fluent - Full Knowledge
- French: Fluent - Wide Knowledge

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