



Daina Mirsch-Wenner

5165 Howard Gnesen Rd, Duluth, MN 55803 | 218.464.1605
daina@designsbydaina.com | www.designsbydaina.com

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 updated websites and blogs
- Produced website traffic analysis for Board of Directors
- Created online web development training
- Worked in PHP, CSS, .NET, JavaScript and HTML on Unix and Windows-based platforms
- Promoted, developed and maintained websites using HTML and WYSIWIG platforms

Marketing

- Developed comprehensive promotional programs
- Developed and produced Social Media marketing
- Created and coordinated email marketing campaigns
- Designed and developed advertising layouts and copy for print, radio and television advertisements
- Developed new marketing ideas, including a comprehensive Marketing Plan for MNWT and the Minnesota Ballet

Graphic Design

- Produced and prepared layouts for the paper-based forms on Macintosh platform
- 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

Management

- Presented achievement awards at organizational meetings
- Coordinated schedules to distribute product in a timely manner
- Resolved box office issues and managed staff

Training

- Created online web development training
- Produced monthly reports and educational packets
- Trained on record-keeping and programming areas
- Translated copy from English to French for Canadian clients
- Taught Word Processing Software to English Composition students at UMD
- Produced Interactive Television Classroom education
- Presided over meetings while regulating the meetings according to Robert's Rules of Order
- Reviewed and revised Bylaws & Policies of district and encompassing chapters

Information Technology

- Provided technical support for internal and external clients for computer software and hardware
- Became an expert user of Adobe design & web development software, Microsoft Office applications, in addition to multiple other computer programs
- Wrote VBA and XML code for custom-built, interactive multi-level spreadsheets and databases
- Created and maintained customer database, departmental correspondence and reports
- Promoted, developed and maintained organizational websites using HTML/CSS and WYSIWIG platforms

Customer Service

- Set-up and administrated client-interface teleconferences to gather information in order to customize the account configuration
- Worked closely with the Quality Assurance department to produce a quality projects
- Negotiated and administered maintenance contract agreements
- Interpreted client needs to system solutions; problem solved issues with reporting, balancing, etc.

Employment

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|-------------|---|
| 1998 – Now | Designs by Daina (Clients: Minnesota Women of Today, Evergreen Lawn Services, Trompe l'oeil Studio) |
| 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, Alaska |
| 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 |
| 1998 – 2004 | Design Specialist / Product Manager, Gelco Information Network, Eden Prairie |
| 1996 – 1998 | Graphic Designer, MacTemps Computer Staffing, Minneapolis |
| 1995 – 1996 | Account Management Administrator, Management Graphics, Minneapolis |
| 1995 | Graphic Design Internist, HT Klatzky & Associates, Duluth |
| 1994 – 1995 | Computer Consultant, UMD Information Services, Duluth |
| 1990 – 1991 | Marketing Secretary, Computer Petroleum Corp., Saint Paul |
| 1989 – 1990 | French Teacher, Woodbury Senior High, Woodbury |

Volunteer

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| 1995 – Now | Women of Today |
| 1997 – Now | MNWT Marketing Committee |
| 1998 – Now | MNWT Webmaster |
| 2013 – Now | District 3 Newsletter Editor |
| 2013 – Now | Duluth WT Newsletter Editor |
| 2016 – 2017 | District 3 Secretary/Treasurer |
| 2014 – 2017 | MNWT Awards Subcommittee Chair |
| 2014 – 2015 | MNWT Statewide Project Chair |
| 2014 – 2017 | Duluth WT President |
| 1997 – 2004 | USWT Marketing Committee |
| 2001 – 2004 | USWT Material Review Committee |
| 2003 – 2004 | Marketing Committee Chair |
| 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 |
| 1999 – 2001 | State Program Manager |
| 1996 – 2002 | Local & District Newsletter Editor |
| 2010 – 2014 | Anchorage Mayor's Charity Ball Webmaster, Committee Member |
| 2008 – 2010 | 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

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| Bachelor's of Business Administration, 1995 <i>University of MN, Duluth, MN</i> <ul style="list-style-type: none">▪ 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> <ul style="list-style-type: none">▪ Majors: French & Political Science |
| <i>Lycee de Jules Renard, Nevers, France</i> <ul style="list-style-type: none">▪ Courses included: French History, Literature and Culture |

Computer Competencies

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

Languages

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