



Daina Mirsch-Wenner

184 SE 278th St, Cross City FL 32628 | 612.749.3480 | daina@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

- Extensive computer experience with the uncanny ability to thoroughly learn software in a very short period
- Passionate about marketing and graphic design with abilities that produce effective, attractive, and successful promotions
- Accomplished event coordinator who oversees all aspects and evaluates success
- 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

Event Coordination

- Managed all requirements for all types of events
- Planned events with attention to financial and time constraints
- Booked venues and scheduled speakers
- Managed all event operations (preparing venues, marketing, etc.)
- Oversaw events and evaluated success

Marketing

- Developed and produced Social Media marketing
- Utilized website analytics to adjust navigation and layout
- Designed and developed advertising layouts and copy for print, radio and television advertisements
- Developed comprehensive promotional programs
- Developed new marketing ideas, including comprehensive Marketing Plans

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.

Web Development & Design

- Developed and updated websites and blogs
- Produced website traffic analysis
- Created and coordinated email marketing campaigns
- Created online web development training

Training

- Produced and presented monthly online webinars and interactive television education
- Conducted surveys to gauge the effectiveness of programs
- Consulted with other trainers, managers, and leadership
- Provided technical support for internal and external clients for computer software and hardware

Employment

- 1998 – Now Owner/Operator of Designs by Daina
2015 – 2022 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

Volunteering

- 1997 – Now Women of Today: State & National Marketing Committee; Local, State & National Webmaster, Local, District & State Newsletter Editor, National Public Relations Director, and a variety of other leadership roles
2010 – 2014 Anchorage Mayor's Charity Ball
2008 – 2013 Anchorage Weaver's Guild: Public Outreach Coordinator, Newsletter & Website Editor
2004 – 2005 Basilica of Saint Mary: Basilica Block Party & Avenues Committees

Education

Bachelor of Business Administration

University of MN, Duluth, MN

- Majors: Marketing & Graphic Design
- 1995 Regional Award for Non-Profit Promotional Plan, Minnesota Ballet

Bachelor of Science

St. Cloud State University, St. Cloud, MN

- Majors: French & Political Science

Lycée de Jules Renard, Nevers, France

- Courses included: French History, Literature and Culture

Computer Competencies

- Adobe web development & design software
- Computer coding languages
 - PHP, SQL, JavaScript, .NET and HTML on Unix and Windows-based platforms for websites
 - VBA and XML code for custom-built, interactive multi-level spreadsheets and databases
- Google Tools applications
- Microsoft Office products
- Multiple other software programs and apps