



Daina Mirsch

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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 25 years computer experience with the uncanny ability to thoroughly learn computer 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

Information Technology

- Provided technical support for internal and external clients for computer software and hardware
- Became an expert user of Macromedia web development software, Adobe design 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 on PC platform
- Created and maintained customer database, departmental correspondence and reports
- Promoted, developed and maintained organizational websites using HTML and WYSIWIG platforms

Training

- Created online web development training
- Produced monthly reports and quarterly educational packets
- Trained on record-keeping and programming areas
- Translated copy from English to French for Canadian clients
- Taught WordPerfect 6.0 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

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.

Marketing

- 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
- Presented achievement awards at organizational meetings
- Develop new marketing ideas, including a comprehensive Marketing Plan for the 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

Employment

- 2005 – 2006 Temporary Employee for Digital People, Bloomington: Landscape Structures Inc. in Delano; ProStaff, Minneapolis: Brookfield Industries; and Action Plus, Monticello: Sunny Fresh Foods; Standard Iron; Custom Canopy
- 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

- 2004 – 2005 **Basilica of Saint Mary:** Basilica Block Party Committee, Avenues Committee
- 1996 – 2004 **Women of Today**
- 2004 District Director
- 2003–2004 Marketing Committee Chair
- 1997–2004 State & National 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

Education

Bachelor's of Business Administration, 1995

University of MN, Duluth, MN

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

Bachelor's of Science, 1989

St. Cloud State University, St. Cloud, MN

- Majors: French & Political Science

Lycee de Jules Renard, Nevers, France

- Courses included: French History, Literature and Culture

Computer Competencies

- Macromedia web development software
- Adobe software
- Microsoft Office products
- Multiple other programs

Languages

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

Women of Today Awards

- USWT Programming Award of Excellence, 2001-02
- Key Woman, Annual 2004
- MNWT Presidential Award of Excellence, 2002-03
- MNWT Programming Award of Excellence, 2001-02
- USWT Presidential Medallion, 2001-02
- MNWT Presidential Medallion, 2002-03, 2000-01, 1999-2000, 1997-98
- USWT Presidential Pin, 2002-03, 2001-02, 1998-99, 1997-98
- Silver Key, 1997-98
- Fired-UP DPM, Q1 2000
- USWT Programming Achievement for Leadership & Team Building, 2002-03, 1998-99, 1997-98
- District Sunshine of the Year, 2000-01
- District Officer of the Quarter, Q3 1998, Q1 1997
- Local Officer of the Year, 2000-01
- New Member of the Year, 1996-97
- Local Member of the Month, August 2000, June 1998, June 1997, November 1996
- Project of the Month, October 2000, February 1999
- First-Timer State Award, Winter State 1997
- First-Timer District Award, Spring 1999
- USWT Parliamentarian Award, 2000-01
- USWT Newsletter Recognition, 1998-99
- District State Delegate Award, Q1-Q3 1996

Certifications

- Chaplain Family Involvement Certification, 2002-03, 2001-02, 2000-01, 1999-2000, 1998-99
- Civic Awareness Certification, 2002-03, 2001-02, 2000-01, 1999-2000, 1998-99, 1997-98
- Effective Speaking Certification, 2003-04, 2002-03, 2001-02, 2000-01, 1999-2000, 1998-99, 1997-98
- Effective Writing Certification, 2003-04, 2002-03, 2001-02, 2000-01, 1999-2000, 1998-99, 1997-98
- Focus on Women Certification, 2003-04, 2002-03, 2001-02, 2000-01, 1998-99
- STEP III Certification, 2002-03, 2001-02, 2000-01, 1999-2000, 1998-99
- STEP I Certification, November 1996
- MNWT Leadership and You Certification, 2002-03, 1997-98