

Frank R. Trnka
2520 - 28th Avenue South
Minneapolis, MN 55406
612-721-7677
frankt@mtn.org

OBJECTIVE: Web Design / Marketing / Project Management

SUMMARY STATEMENT: Creative multi-tasker with experience in marketing, graphic design and coordinating special events. Designed effective ad campaigns, reversed declining sales trends, and brought a festive sense of fun and excitement to planned occasions. Self-motivated and responsible, but also imaginative and willing to take risks.

COMPUTER SOFTWARE PROFICIENCY:

- *PC:* Adobe CS3: Dreamweaver, Photoshop, InDesign, Illustrator, Acrobat; HTML, XHTML, CSS; Microsoft: Word, Excel, Publisher, Powerpoint, Access, Outlook, Internet Explorer; Peachtree.
- *Macintosh:* Adobe CS3: Dreamweaver, Photoshop, InDesign, Illustrator, Acrobat; HTML, XHTML, CSS; Microsoft: Word, Excel, Powerpoint, Entourage; Word-perfect, Quickbooks, Quicken, Printshop, Finale, Audacity, Garageband, Safari.

WORK HISTORY:

Trnka Web Design and Digital Services LLC, Minneapolis, MN 2007-present
Creative web design and redesign services, photo restoration and enhancement, compact discs from cassette tapes & LP recordings, printed music scores from handwritten copy, and general desktop publishing services. Website: www.trnka-web-design.com.

Ann Viitala Law Office,
Waggoner Law Office, Minneapolis, MN 2001-2007
Legal Assistant for two separate legal practices, working for two lawyers with separate schedules and many competing demands. Successfully balanced the various needs and deadlines to get the most urgent completed, while making progress on more long term projects.

Marketing / Graphic Design

- Developed yearly marketing plan for print and radio advertising. Set up contracts. Wrote, designed, laid out and submitted all print ads. Wrote radio spots.
- Tracked referrals to verify effectiveness of advertising.

Writing / Editing

- Linked the forms needed for various legal proceedings into unified sets that could be completed all at once, instead of individually.
- Wrote and edited numerous legal documents.

North Country Cooperative Grocery, Minneapolis, MN 1996-2001
Member of **Collective Management Team** including the following roles at different times: **Marketing & Merchandizing, Labor / Personnel, Facilitation Team, Bookkeeping, Produce Buyer, Meat / Fish Buyer, Storekeeper**. Established reputation for always completing tasks taken on in spite of being pulled in these many different directions.

North Country Cooperative Grocery, cont'd

Marketing / Graphic Design

- Developed yearly marketing budget and program for print and radio advertising. Set up contracts. Wrote radio spots. Wrote, designed, laid out and submitted monthly ads to all newspapers and other print media. Used these to keep customers and potential customers informed about events and specials.
- Designed, purchased and marketed t-shirts and mugs for Anniversary.
- Developed mailing list and data base from door prize entrants.
- Developed and ran a customer survey to find out needs and wants of interested customers as part of increasing sales for meat/fish department.
- Worked with vendors to coordinate sampling in various departments to highlight new products and specials.

Project Management

- Coordinated major events: Grand Opening of new store, Anniversary Parties; solicited door prizes and organized drawing for prizes, set up music and sampling, purchased and assembled decorations, coordinated specials, recipes, and costumes.
- Managed annual Plant Sale for 4 years. Turned around a declining venture, expanded it and made it again the biggest sales day of the year. Monitored pricing and reduced loss. Implemented computerized records to track shortages and control inventory. Raised sales while open only half the time of previous years.

Writing / Editing

- Wrote numerous articles for monthly newsletters over the years, primarily to generate interest in products or events in the store.

Communication Skills

- At biweekly management meetings, brought numerous proposals and, if needed, reworked and brought them back until consensus was achieved by the collective.
- Set up agendas for biweekly management meetings, facilitated discussions at those meetings and worked to resolve motivational and morale issues related to management needs.

Additional Writing Experience

- Created a blog site on the life and career of my former piano teacher, Philip Lillestol, which can be viewed at: <http://philiplillestol.blogspot.com/>. The project represents a year and a half of research.
- Articles published in several small national magazines.

EDUCATION AND TRAINING:

Science Museum of Minnesota

HTML, XHTML, CSS Levels 1-7; **Dreamweaver** Levels 1-8; **Photoshop** Levels 1-5; **InDesign** Levels 1-4; 2007.

University of St. Thomas

Certified Professional Project Manager I, 2007.

Oberlin College

Bachelor of Arts. Double Major: French & Music.