

## BRENDA S. FRIEDRICH

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### CAREER SUMMARY

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Accomplished communications professional with a broad range of experience in planning, writing, editing and design. Areas of expertise include print, Web and multimedia. Known as an effective communicator, great team player and strategic thinker who is innovative, organized and committed.

### PROFESSIONAL EXPERIENCE

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**Independent Consultant / Freelance Writer, Brenda Friedrich Communications (Des Moines, IA), July 2006 to present.** Offer contract writing services to businesses and periodicals. Partner with Purple Wren, providing design services on a project-by-project basis. Work includes preparing estimates and design of book covers, direct mail and Web sites.

**Marketing Production Manager, Kemin Industries, Inc. (Des Moines, IA), Apr. 2006 to July 2006.**

Was responsible for the full scope of communications at the corporate level: Web sites, Intranet, press releases and collateral (including PowerPoint presentations) plus internal publications. Assisted with marketing efforts of business units worldwide by sharing expertise and resources.

- Organized development of a 15-page business unit Web site. Exceeded expectations when pages were approval-ready within a two-week time frame.
- Consulted with division heads and (with IT) redeveloped a 40-page Intranet site within a six-week period.

**Worldwide Marketing Projects Coordinator, Kemin Industries, Inc. (Des Moines, IA), Apr. 2002 - Mar. 2006.**

Wrote press releases and newsletter articles. Developed collateral. Facilitated a variety of executive-level projects, primarily presentations. Managed and independently implemented projects from concept to completion. Also lead teams to implement corporate communications tactics.

- Launched an e-zine for over 800 employees worldwide. Received positive feedback for its concise format and timely delivery of corporate news.
- Designed and launched a Web-based branding "tool kit" for employees.
- Received the 2004 Bronze Quill Honorable Mention for editing/designing an internal magazine.
  - Survey results indicated a 93% readership level within the target audience.

**Worldwide Web Site Coordinator, Kemin Industries, Inc. (Des Moines, IA), Oct. 1999 - Apr. 2002.**

Planned / implemented site revisions. Maintained fresh content and new features by creating or soliciting press releases. Created Web graphics. Edited HTML and javascript. Managed a \$60,000 budget.

- Remapped site architecture and navigation, moving from a company-centric to user-focused model.
- Wrote copy that simplified scientific findings and clarified market positions.
- Achieved desired results within three months of site re-launch:
  - Visibility in the top 12 search engines improved from zero to top 10 rankings.
  - Page views grew by 58%, user sessions by 18% and site-generated e-mail by 60%.

**Graphic / PowerPoint Designer, Kemin Industries, Inc. (Des Moines, IA), Sept. 1997 - Oct. 1999.**

Designed print, presentation and tradeshow media. Edited an internal newsletter. Proofread press releases.

**Print / Creative Services, Hockenbergh Newburgh Sales & Marketing (Des Moines, IA), May 1989 - Sept. 1997.** Designed and produced sales and promotional materials. Played key role in department's digital conversion.

**Continuity / Production Director, KEZT Radio (Ames / Des Moines, IA), July 1987 - Apr. 1990.**

Wrote / produced radio advertisements. Managed commercial production.

**Continuity Director, KIRX / KRXL Radio (Kirksville, MO), July 1986 - July 1987.**

Wrote and produced radio ads for two small-market radio stations.

### EDUCATION

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B.A., English, Truman State University (Kirksville, MO), May 1985

## SKILLS

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### **Creative Writing:**

- Writing abilities honed as a high school newspaper feature editor, through coursework toward an English degree and during a copywriting career. Able to write and edit articles, press releases and collateral.

### **Design:**

- Design skills encompass layout and image formatting for a variety of media.
- Can exemplify key messages with simple illustrations.
- Accomplished at digital and film photography, scanning and image manipulation.

### **Web:**

- Flair for Web site development – from concept to site launch.

### **Project Management:**

- Key project strengths are analyzing, organizing and consensus-building.
- Have a solid reputation for “getting the job done.”

## COMPUTER PROFICIENCIES

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**Adobe/Macromedia:** Acrobat, Dreamweaver, Flash, Fireworks, Freehand, Illustrator, Image Ready, InDesign, Pagemaker and Photoshop. **Lotus:** Domino Designer and Notes. **Microsoft:** Access, Excel, Outlook, PowerPoint, Visio and Word. **Other:** Filemaker Pro, Fetch and Ipswitch WS FTP Pro (FTP applications), Web Position Gold (ranking software) and WebGUI (content management software). **PLATFORMS:** PC and Macintosh OS.

Internet skills include blogging, instant messaging and online research.

## CONTINUING EDUCATION

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### **Leadership:**

- Training series: *Communication Skills, Selecting and Leading Top Performers and Outstanding Personal Achievement* (Tero International, Oct. 2002 - Mar. 2003)

### **Marketing:**

- *Strategic Planning* (International Association of Business Communicators, Apr. 2004)
- *Fundamentals of Marketing* (American Management Association, Apr. 2003)

### **Print-based Communications:**

- *Newsletter Communications* (International Association of Business Communicators, 2002)
- *Desktop Publishing Design* (Mavis & Moore, Oct. 1998)

### **Web-based Communications:**

- *Intranet Academy for Corporate Communicators* (Ragan Communications, Inc., Nov. 2003)
- Web graphics and design (four Ziff-Davis courses, 8 CEU equivalent, May - July 1999)
- HTML (two Ziff-Davis courses, Mar. - July 1999)

### **Writing:**

- *Writing for Magazine* (Des Moines Area Community College, Aug. 16 - Sept. 22, 2006)
- *Keys to Effective Editing* (Des Moines Area Community College, Aug. 16 - Sept. 22, 2006)
- *Think Like a Reader* (International Association of Business Communicators, Feb. 2005)

### **Other:**

- *Fast Trac Business* (DMACC coursework, 2006)
- *Photography* (DMACC coursework, 1995)

## PROFESSIONAL AFFILIATIONS AND HONORS

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**A Kemin Mentor**, helping new employees' transition.

**Secretary of Kemin Ambassadors**, a group selected and trained to represent the company.

**Association for Women in Communications (Des Moines Chapter)**

- Webmaster, 2005 - present. In 2006, completely overhauled the design and functionality of Web site.
- Membership Director, 2003 - 2006. Represented chapter at 2004 national convention.

**International Association of Business Communicators (Iowa Chapter)**

- Director-at-Large, JobBank, 2004 - 2005. Moved job referral service online.
- Worked with Web site coordinator to update the look and feel of the site (2004 - 2005).