
ANTOINETTE de JANASZ, CAPM

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Strategic, results-driven professional with expertise in communications, operations, marketing, project management, and nonprofit leadership. Adept at driving organizational transformation through servant leadership, process optimization, stakeholder engagement, and data-driven decision-making. A skilled problem-solver with a passion for design, writing, strategic planning, and fostering inclusive, learning-centered cultures.

Experienced in CRM management, content creation, event coordination, donor relations, and financial oversight, with a proven ability to streamline operations, enhance engagement, and improve efficiency. Technically proficient with Microsoft 365, Google Workspace, QuickBooks, R Programming, SQL, and project management tools like Asana and Salesforce. A proactive and adaptable leader committed to justice, innovation, and delivering high-impact results.

CORE COMPETENCIES

Project (CAPM) & Operations Management
Strategic Planning & Decision-Making
Communications & Marketing Strategy
Content Creation & Brand Storytelling
Stakeholder Engagement & Partnership Development
Diversity, Equity & Inclusion (DEI) Advocacy
Data Analysis & Visualization

Time Management & Prioritization
CRM & Database Management
Financial Management & Budgeting
Creative Problem-Solving & Innovation
Process Optimization & Operational Efficiency
Attention to Detail & Growth Mindset
Research & Creative Design Reporting

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

PMI® Certified Associate in Project Management (CAPM)
Google Data Analytics Certificate
Google R Programming Certificate
Google SQL Certificate
Google Data Visualization Certificate
Grant Writing for Nonprofits and Freelance Writers Certificate

Sharepoint: The Basics + Beyond the Basics
Nonprofit Fundraising: A Beginner's Guide
Complete Salesforce Certified Associate Course
Nonprofit Management Foundations
Driving Organizational Accountability for DEIB
Asana Foundations Skills Badge

PROFESSIONAL EXPERIENCE

INDEPENDENCE VALLEY SUBDIVISION ASSOCIATION | CLARKSTON, MI | 2024 - PRESENT

Project Manager | Volunteer

- Developed and implemented strategic plans to enhance community engagement and operational efficiency.
 - Automated HOA systems, improving workflow efficiency by 50% and increasing transparency.
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PROFESSIONAL EXPERIENCE - CONTINUED

- Revamped the website, leading to a 200% increase in resident engagement.
- Managed community financials in QuickBooks, ensuring accurate tracking of expenses and payments.
- Designed marketing materials using Canva to promote events, leading to a 35% rise in participation.
- Oversee financial operations, transitioning accounting to QuickBooks for improved financial tracking and reporting.
- Applied DEI principles to data visualization projects, ensuring accessibility for all stakeholders.

APPEN | REMOTE, USA | 2023 - 2024

Web Search Analyst

- Optimized search algorithms using AI-driven insights to improve content relevance and user experience.
- Conducted data analysis and trend evaluation, enhancing media content performance.
- Provided strategic feedback on AI-generated responses, improving search accuracy.

HEALTH & PROFESSIONAL GROWTH SABBATICAL | 2017 - 2023

- Focused on physical and mental well-being, emerging with increased resilience and a renewed commitment to organizational leadership.
- Engaged in self-directed learning, staying current with industry trends and refining professional competencies.

THE TWOOTH TIMER COMPANY, INC. | DALLAS, TX | 1999 - 2017

President and Founder

- Founded and led a nationally recognized consumer brand, pioneering a children's dental care product.
- Secured national media coverage, including *Better Homes and Gardens*, driving brand awareness.
- Managed financial tracking, budgeting, and vendor relationships to optimize cost-effectiveness.
- Led marketing and PR campaigns, resulting in international product distribution.
- Created a CRM system in Microsoft Outlook to track customer inquiries, wholesale leads, and partnerships.
- Spearheaded event planning, including trade shows and industry conventions.
- Designed and executed creative campaigns, including packaging and advertising strategies.

TECHNICAL PROFICIENCIES

Data Analysis & Visualization: R Programming, SQL, Excel, Tableau, Sheets

CRM & Database Management: Salesforce, QuickBooks

Marketing & Design Tools: Canva, Adobe Photoshop Elements, WordPress

Project & Operations Management: Asana, SharePoint, Google Workspace, Microsoft 365

Financial Management: QuickBooks, Budget Planning, Risk Analysis
