

# JANET MAX

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## Communications professional with an entrepreneurial spirit

Recognized for commitment to excellence in communications and beyond in start ups, and as a critical player in building new initiatives. DNA-deep passion for effective communication has been refined by years of experience writing in several genres, and by building relationships with a wide variety of stakeholders.

### Core Competencies

Writing & Editing

Stakeholder Relations

Strategic Thinking

Creativity & Resourcefulness

Communications

Project Management

*"She is proactive and thinks ahead to anticipate and solve problems before they happen."*

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## Professional Experience

**Enhanced Endeavors, LLC, Ann Arbor, MI**

**2015-Present**

**Principal; Writer, Editor, Connector, Consultant**

### Communications and Writing

- Current projects include content marketing; writing website content, social media postings, blog posts, articles, and interviews; copy editing; and developmental editing.

**Center for Positive Organizations (CPO), Michigan Ross School of Business, Ann Arbor, MI 2004-2014**

*This academic research center is grounded in Positive Organizational Scholarship, a sub-field of Management & Organizations.*

**Program Coordinator and Communication Projects Lead**

### Communications and Writing

- Wrote, edited, and designed annual reports on center activities, conference materials, marketing pieces, and an electronic newsletter with 1,600 subscribers and an open rate well above the industry average. Translated academic research for the general audience. Wrote for and posted on social media channels.
- During first eight years, managed all aspects of CPO's large, content-rich website, including writing most content and managing two redesigns, working with only one part-time student webmaster. During last two years, oversaw rebranding effort implemented by outside agency.

### Relationship Building

- Represented CPO to stakeholders including academic community, practitioners, students, and donors. Attended conferences to build relationships with prospective customers for teaching tools.
- Created custom proposal for use of \$12,000 donation, which strengthened relationship with donor and lead to additional annual gifts; created template for outreach to other potential donors.

### Financial and Contract Administration

- Collaborated with University attorneys to negotiate agreements for an annual gift and to establish the Michigan Ross School's first post-doctoral fellowship. Coordinated efforts with several departments.

**Law Offices of Deborah LaBelle, Ann Arbor, MI**

**2000-2003**

*Deborah LaBelle pursues cases which address human rights issues for prisoners and children.*

## **Case Manager, Neal v. MDOC (class action) (2000-2003)**

### **Communications and Writing**

- Built and managed client files and database for 300 class members; analyzed investigation files; wrote detailed, comprehensive notes on interviews, etc.; drafted correspondence to State Attorney General.

### **Relationship Building**

- Conducted interviews on highly sensitive issues with clients; built trust. Handled client communication.

## **Other Relevant Professional Experience**

### **Chicago Interface Group (CIG), Chicago, IL**

**1994-1996**

*CIG specializes in change management and system integration solutions for companies with large software development environments. They were founded in 1994 with about 10 employees.*

### **Technical Editor and Marketing Assistant**

#### **Communications and Writing**

- Edited and formatted technical software manuals from rough draft to final product, juggling frequent changes in deadlines and priorities. Created marketing flyers and postcards.

### **Citizens Conservation Corporation (CCC), Boston, MA**

**1987-1990**

*From 1981-1995, CCC retrofitted heating systems in occupied, multi-family housing for low- and moderate-income residents.*

### **Education Manager/Project Monitor**

#### **Communications and Writing**

- Managed energy conservation education program; wrote and produced newsletter; facilitated informational sessions with residents of project sites.

#### **Relationship Building**

- As liaison with residents of project sites, improved relations by analyzing issues from residents' perspective and resolving them, and establishing communication channels before projects began.

### **Massachusetts General Hospital, Boston, MA**

**1982-1985**

*World-class hospital and research facility.*

### **Copy Editor/Project Manager, Anesthesia Department, Shriners Burns Institute**

#### **Communications and Writing**

Edited and formatted manuscripts for three doctors, two of whom spoke English as a second language. Coordinated preparation of five grant proposals and progress reports in one four-week period. Implemented "Instructions to Authors" from medical journals to edit and format doctors' handwritten drafts into polished manuscripts.

## **Education**

**Certificate, Social Media Marketing (expected October 2017)**

Northwestern University on Coursera

**Master of Arts, Teaching, Secondary English**

Tufts University, Medford, MA

**Bachelor of Arts, English Literature**

University of Michigan, Ann Arbor

## **Awards**

**Award of Distinction, 2017 Communicator Awards, Website Features-Copy or Writing, CMg Design 25<sup>th</sup> Anniversary [Website](#), from Academy of Interactive & Visual Arts**

**Research Center Impact Award (as part of Center for Positive Organizations), from Academy of Management**

**Staff Recognition Award, from Michigan Ross School of Business**