

Janet Bloom, PMP

PROFESSIONAL EXPERIENCE

Lake Orion Downtown Development Authority – Lake Orion , MI

Dec. 2023 to current

Assistant Director

Began tenure at Lake Orion DDA as interim executive director for three months, then hired as assistant director. Core focus is on event management, volunteer engagement, trainings, business conduit, media manager, social media manager, sponsorship solicitation, infrastructure maintenance, manage community calendar and active liaison with community government, county, chamber, local and national organizations.

Key Achievements:

- Brought community organizations together for community calendar
- Work with Executive Director on acquired DDA property of 8 acres to rehab a 1910 lumber yard which included a \$596,000 ARPA grant
- Received TV, newspaper, and radio exposure for successful Illuminators volunteer program

POW! Strategies, Inc. — Ferndale, MI

May 2019 to current

Senior Consultant

Pursue and execute contractual assignments from organizations seeking to turn around communities with business, economic development, marketing and communications strategies, management and services. These solutions can include project management, executive management, specific services or solution-oriented plans. POW! Strategies, Inc. provides training, strategy, consultation and management services.

Key Achievements:

- Executive Management contract with Lake Orion DDA as interim executive director
- Executive Management contract with City of Dearborn for management of East and West Dearborn DDAs
- Event support for various communities

Novi Chamber of Commerce — Novi, MI

Dec. 2022 – July 2023

President

Manage a Chamber working to build back after Covid. Concentrations were on finding and securing new office space, building back membership, restarting the Ambassador and Young Professionals networks, continue CRM management and upgrades with new software, and evaluate events for revenue generation.

Key Achievements:

- Secured new office location with preliminary CAD design of full build out, along with lawyer approved lease agreement.
- Launched Ambassador Program and Young Professionals program with strong participation numbers and events.
- Continued to build upon membership numbers with retention of current members, and adding more new and established businesses.

POW! Strategies, Inc. — Ferndale, MI

May 2019 to Dec. 2022

Operations Manager for East Dearborn and West Dearborn Downtown Development Authorities

Full time Executive Management Contract. Position duties included data management of current building and business owners and available properties; bookkeeping and managing city-directed purchasing policies; office management and administrative duties; fund development activities, district logistics for maintenance, landscaping and snow removal; and event assistance. Volunteer duties

encompass recruitment, on-boarding, training, tracking hours, and development of an annual recognition program.

Key Achievements:

- Further connecting volunteer pipeline with U of M – Dearborn campus through events and Alumni Dept.
- Working towards a comprehensive volunteer program via a revised manual and deeper community engagement
- Tightening work procedures for more streamlined workflow

E.M.M.A. INTERNATIONAL CONSULTING GROUP, INC. — Farmington Hills, MI July 2016 to April 2019

Sales & Marketing Specialist

Assisted a newly launched, formerly home-based business in developing new branding including trade show booth and supporting materials, various advertising and marketing pieces, social media management, CRM creation and management, client management and sales cold calls. Based on staff levels, job consisted of office manager and operations tasks to sales and marketing duties.

Additional duties included attendance and management of in-state and out-of-state conferences and trade shows at exhibitor and sponsor levels. Developed unique positioning of services with FTC and further developed relationships with FDA officials and lawyers within multi-national companies.

Key Achievements:

- Helped develop a polished brand image for new company
- Invited member of MichBio Membership Committee
- Assisted in two website projects (launch of new software website and refreshing company website)

Various Marketing and Event Consulting Projects— Various, MI Jan. 2015 to Dec. 2016

Consultant/Contractor

Worked on various pro bono and contracted marketing and event projects.

GREATER FARMINGTON AREA CHAMBER OF COMMERCE — Farmington, MI Nov. 2013 to Dec. 2014

Director of Programs & Events

Director of Programs & Events managing Annual Dinner and Awards Program, State of the Cities, Taste of Two Cities, golf outings, Founders Festival, networking events, Business Expo, and Holiday luncheon. Responsibilities include sponsorship sales, event management, liaison with local and governmental organizations, marketing/advertising, and continually work on finding operational efficiencies within office processes and procedures.

Key Achievements:

- Added new elements and sponsors to Founders Festival activities. Increased sponsorship inventory and sales
- Increased Facebook numbers and interactions
- Developed a more cohesive relationship with downtown merchants

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY — Farmington, MI 2009-2013

Events Planner – Farmington DDA

Events Planner servicing 160+ Downtown Farmington businesses, the Farmington and Farmington Hills Community, and pulling regionally for the area's largest event, Founders Festival. Managed DDA events: Farmington Farmers & Artisans Market, Rhythmz in Riley Park, Downtown Farmington Founders Festival, Harvest Moon Celebration, Wish List Window and Holly Days. Launched and co-managed Art on the Grand with City of Farmington Hills Special Services. Responsibilities included event management, sponsorship sales, liaison with Main Street volunteers, liaison with community, civic, and governmental organizations, marketing and advertising, and maintaining event records and databases.

Key Achievements:

- Media “voice” for DDA events with appearances/interviews on programs such as FOX 2 Morning News, WJR, SWOCC and interviewed for several newspaper and magazine articles.
- Assisted with award winning (Main Street Oakland County - MSOC) Press Corps press release scheduling and distribution system. Other MSOC awards: Rhythmz in Riley Park and Wish List Window.
- Created annual sponsorship packages covering multiple events for more effective sponsor packages.

NORTHVILLE CHAMBER OF COMMERCE — Northville, MI

2002-2009

Marketing and Events Director - Northville Chamber of Commerce

Special Events Coordinator - Northville Central Business Association and Downtown Development Authority

Marketing and Events Director for 500+ member chamber, servicing both City of Northville and Charter Township of Northville, conducting and publicizing networking and community events annually. Responsibilities include event management, sponsorship sales, liaison with community, civic, and governmental organizations, advertising, photography, and maintaining databases.

As Special Events Coordinator, reported directly to NCBA and DDA on management of three events. Offered input and support on marketing/advertising/event initiatives. Attended monthly board meetings and general membership meetings. Also attended City Council meetings, as needed.

Key Achievements:

- Media “voice” for chamber with appearances on programs such as FOX 2 Morning News, WWJ, V98.7 and interviewed for several newspaper and magazine articles.
- Assisted in obtaining over \$100,000.00 in sponsorships for 2008 fiscal year.
- Team member in transitioning Friday Night Clock Concert Series from Northville Arts Commission to Northville Chamber and Northville Parks and Recreation.

CITY OF NORTHVILLE ARTS COMMISSION - Northville, MI

April 1-June 30, 2009

Project Manager for 21st Annual Art in the Sun Juried Fine Art Show

Hired by City of Northville to run 2009 festival with a 3 month window.

Key Achievements:

- Show exceeded budgeted expectations, despite short time frame.
- Managed over 45 volunteers to help show run smoothly.

PENTAMARK WORLDWIDE/BBDO DETROIT — Southfield and Troy, MI

1998-2002

Print Traffic Supervisor – Troy, MI (2000-2002)

Hired and trained staff of 13 Account Coordinators. Heavily involved in companywide processes for ISO 9001 system.

Key Achievements:

- Team member in creating yearlong Professional Development Program serving a department of 65 entry level workers. Program featured vendor tours, executive presentations, and skill enhancement seminars.
- Created a shortened print trafficking process impacting all Dodge, Chrysler, and Jeep dealer field offices.
- Team member in developing web-based print and broadcast creative database for Dodge/Chrysler/Jeep National and Dealer field offices for order and delivery.

Print Traffic Administrator – Southfield, MI (1999-2000)

Handled shipping and media forms of ad materials for 40 Dodge Dealer Association field offices.

Key Achievements:

- Worked with Media Directors nationwide to restructure process and forms improving accuracy and timing.
- Eliminated duplication of services within department resulting in labor cost savings.
- Implemented new shipping policies that increased tracking of deliveries and lowered costs.

Print Account Coordinator – Southfield, MI (1998-1999)

Routed deadline-sensitive ad materials for internal agency and client approvals.

Key Achievements:

- Assisted in developing ISO policies, procedures and forms.
- Developed guidelines for newly created position of Print Traffic Administrator.

WALT DISNEY WORLD — Orlando, FL

1995-1997

Worked within Disney Village Marketplace as Merchandise Hostess that quickly turned into a Control Stocker

position at multiple store locations. Responsibilities included managing product procurement, inventory control, price management, and visual displays.

Key Achievements:

- One of seven opening team members for the largest character retail store in the world, World of Disney.
- Set company standards for processing merchandise at a high volume location.
- Integral team member in setting record sales above any worldwide Walt Disney Parks, Resorts, or Disney Store retail location. First six-month store retail volume was \$63 million.

EDUCATION

Bachelor of Arts in Marketing (Eli Broad College of Business)

Michigan State University — East Lansing, MI

Bachelor of Arts in Advertising (College of Communication Arts and Sciences)

Michigan State University — East Lansing, MI

PROFESSIONAL DEVELOPMENT

Speaker at National Main Street Now Conference (2024 and 2026)

Current participant in Michigan Downtown Association's MIDPM professional development program for Downtown Development Executive Directors (2022-2026)

Certified Michigan Farmers Market Association (MIFMA) Farmers Market Manager (2022)

Michigan Farmers Market Association conference attendee/presenter

Project Management Professional (PMP) - Certified June 30, 2009

Michigan Festivals and Events Convention annual attendee 2002-2014; MFEA Scholarship Recipient

Trained Auditor for all company departments for ISO 9001 system at PentaMark Worldwide/BBDO Detroit
Northwood AdCraft Detroit Advertising Study Program Participant (2002)

Completed professional workshops on: Business Partnerships; Effective Consultative Selling;
Effective Communications; Creating and Delivering Winning Presentations; Writing for Success

COMPUTER SKILLS

MS Office Suite/365: Access, Excel, PowerPoint, Publisher, Outlook, Teams, and Word
Google Suite

CRM Software: Salesforce, Pipeline, Chamber Master, and CC Assist

Social Media: LinkedIn, Facebook, X, Instagram, Meta, YouTube, Meetup, and Hootsuite

Additional Software: ClickUp, Dropbox, GoToMeeting, WebEx, Lotus Notes,
QuickBooks, Canva, ChatGPT, WordPress, Mailchimp, SnapRetail!, Survey Monkey, Constant Contact, and Zoom.

VOLUNTEER ROLES

FIRST Robotics:

Novi High School "Frog Force Team 503" – Sponsorship Mentor – made World Competition each year (2013 – current)
Hit 2022-2023 target of \$100,000. Raised \$80,000 in 2026.

Member of planning crew for new Novi Robotics Center which opened December 2025.

Currently Vice President of the Novi Robotics Foundation.

Team achieved the highest honor from FIRST Robotics in 2021 – Hall of Fame team status,
an achievement only earned by 31 teams globally, as of 2021.

Novi Middle School "Black Frogs" team – Mentor - made World Competition in St. Louis (2012-2013)

Coach for Destination Imagination (2009-2010)

Co-Den Leader for Cub Scouts (2008-2014)

Design Committee member for Northville's \$1.7 million Downtown Revitalization Program (2006 - 2007)

Meadowbrook Glens Homeowners Association – board member, secretary, and newsletter editor (2002-2004)

REFERENCES