

# Andrea Janov

Pittsburgh, PA ▪ [andrea.janov@gmail.com](mailto:andrea.janov@gmail.com)

## SUMMARY

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People and culture operations professional with extensive experience working with start-ups, who establishes culture, relationships, operations infrastructure, and key processes through connection, empathy, creative strategies, and problem solving, while supporting the teams needed to make it happen. I transform the chaos into process and employees into teammates.

## Professional History

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### **Forestry, Head of People Operations**

2021 - 2022

*100% remote role on an internationally distributed team*

At Forestry, I led and owned people operations and all stages of the employee lifecycle. I was a key member of the leadership team who established, nurtured, and championed an open culture that fostered employee trust, engagement, and collaboration leading to increased employee satisfaction and retention. Each initiative, policy, processes, strategic program, and best practice I developed supported the team and leadership, and at the same time inspired autonomy, ownership, efficiency, and engagement. As a strategic thought leader across people operations, culture, and employee experience I led, implemented, and owned recruiting processes that reduced time to hire, increased diversity candidates, and brought top talent to the team. Each hire exponentially improved the production and the morale of the company.

### **Gooru, Senior Manager People, Research Operations, and Partnerships**

2020 - 2021

*100% remote role on an internationally distributed team*

At Gooru I focused on implementing project management, delivery systems, and clear communication across a fully distributed worldwide remote team with sensitivity and understanding of various cultural and professional norms. I implemented internal operations infrastructure by assessing failures and success and developing the processes based on team and company needs which led to increased project efficiency through the creation of tailored project management systems, employee feedback cycles, and cross-departmental processes for distributed cross-functional teams.

### **Expil, Director of Operations, People, and Culture**

2015 – 2020

As employee number three at Expil, I had the privilege of working with the founder to build the company from zero. I built, implemented, and maintained the internal operations infrastructure including processes and policies that led to cross functional teams and high efficiency output from all departments. I grew Expil's team by 300% with 90% retention rate through purposeful recruiting, hiring, and onboarding processes. To ensure that we were providing the team what they needed in order to bring their best selves and best work, I used monthly surveys and consistently achieved 89% employee happiness on health care, benefits, office culture, and work environment. I defined company culture and values through leading by example and advocating for team members and led and mentored the team while establishing healthy, productive, and fulfilling office culture through transparency and effective communication. I also established and led Expil's video arm, creating engaging and unique ways for middle and high school students to learn concepts. Over the course of the years, I not only took a leadership role within the company, but externally represented Expil and events and in the

media. My role continually expanded beyond operations into film, recruiting, human resources, business development, branding, values, copy and UX writing to ensure that Expil operates to the highest standard.

### Highlighted Projects and Awards

- **Expil Explores, [YouTube Series](#), *Writer and Producer***  
Math and science educational videos. Expil Explores illustrates the math we encounter in our everyday lives, and shows you how to use it to hack your routine.
- **2018 CreateFest Winner, [Expil Explores](#)**  
Our Expil Explores initiative took home first prize in the Gaming and Education Projects of the Year category
- **2017 UpPrize Social Innovation Challenge [Finalist](#)**  
UpPrize is helping southwestern Pennsylvania nonprofit, for-profit, and social entrepreneurs create positive social returns with purpose-driven innovation. Expil was one of the top 10 companies selected for the 2017 award.

### **Denali Sourcing Service, *Office Manager***

2013 - 2015

As the originator of this role I worked closely with leadership and the team to define the parameters and responsibilities needed to meet team and company needs, while remaining flexible as we grew. In my time at Denali I enhanced productivity across multiple departments by developing processes and templates, and working on a cross-functional team to establish Microsoft Office Suite as our go to suite of tools and resources. I led, designed, developed, and implemented the roll-out of our intranet, internal communications, and collaboration systems across 5 world office locations. As part of the recruiting team where I developed and established onboarding processes, training templates, and protocols, led training sessions with existing employees and oversaw onboarding of all new hires. To ensure that employees were heard and respected, I created methods for employees to voice concerns through anonymous channels and ways for management to respond to those suggestions and comments.

### **Taffeta & Tattoos, *Owner, COO, and Director of Content***

2011-2013

As half of a two women business I quickly embraced balancing my creativity with project management and operations skills. I developed and managed vendor and client relationships, while heading all of marketing and branding items including establishing voice for the brand via social media, press releases, logo creation, stationary design. Through our brand and reputation development, Taffeta & Tattoos became the go-to event planners for unique yet elegant events through fostering key relationships and executing flawless events and staying level headed through crisis management. As a team we visually designed, logistically planned, scheduled, executed, and problem solved various types of events – from weddings to showers to product launches to film screenings.

## **WRITING, EDITING, LITERARY**

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### **James Jones First Novel Competition, *First Round Reader***

2009 - Present

Each year I am privileged to read and evaluate numerous manuscripts based in the spirit of authorship established by James Jones for this first novel competition. Less than 10% of manuscripts are advanced to the second round of judging with the winner receiving a generous cash prize and publication.

I developed a network of contacts within the music industry from scratch to ensure fresh content for the site and developed the music section into a go-to-site for under-the-radar artists by writing reviews, conducting interviews, and defining a unique voice. This directly led to the increased readership of the music section over 200% within my first year as editor.

## Publications

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### **Mix Tapes and Photo Albums, Author**

*Collection published on EMP Books 2022*

*Poems published in various Journals. For complete list visit, [Mix Tapes and Photo Albums Publication List](#)*

My collection, Mix Tapes and Photo Albums is a coming-of-age poetry collection about a small town punk rock scene told by a girl who loved Francie Nolan and Ben Weasel equally. Each poem assumes the title of a song which creates the soundtrack to a group of teenagers who push the boundaries of their small town, test where they fit, and find solace in their local punk rock scene. This poetic mix tape sings to the kids who will hear their first Sex Pistols song, start their own bands, write their own zines, scrawl Xs on their hands, and create their own communities; and those kids who remember. Mix Tapes and Photo Albums speaks to those to know that punk is thriving in the streets of small towns everywhere, just waiting for the next generation of kids to tap into its raw power.

### **Short Skirts and Whiskey Shots, Author**

*Poems published in various Journals. For complete list visit, [Short Skirts and Whiskey Shots Publication List](#)*

Short Skirts and Whiskey Shots, captures that liminal part of our lives, that time past adolescence, yet before adulthood. This collection is deeply rooted in the people and the streets of New York City. It thrives in the bars, the clubs, the tenements, the subway. It celebrates the dirty streets, the beer soaked nights, and those who sweat liquor. It explores the idiosyncrasies, the innocence, the excesses of the city.

From a tenement building in Alphabet City that had not changed much since the turn of the century to the trendy clubs and dark bars this collection explores, finds, loses, and regains itself. It claims the space and the right to be reckless, as a woman. It explores the uncertainty of being on your own for the first time, exploring the world, and getting a little lost along the way. It veers off the intended path, it course corrects, it celebrates what we learn on those detours. It does not make apologies.

### **The Coin Flip Conundrum, TEDed, Writer/Collaborator**

“When you flip a coin to make a decision, there's an equal chance of getting heads and tails. What if you flipped two coins repeatedly, so that one option would win as soon as two heads showed up in a row on that coin, and one option would win as soon as heads was immediately followed by tails on the other? Would each option still have an equal chance? Po-Shen Loh describes the counterintuitive math behind this question.”

## SKILLS + PROGRAMS

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Microsoft Office Suite	High EQ + Empathetic	Culture Creation
G Suite	High Agency	Team Building
Asana	Adaptable	Problem Solving
Gusto	Highly Organized	Recruiting + Onboarding
Zenefits	Creative Thinking	Project Management
BambooHR	Compassionate	Relationship Building
Greenhouse	Social Perceptiveness	Process Creation
Slack	Resilient	Clear Communication
Basecamp	Purposeful	Writing

## EDUCATION

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### **Wilkes University, MFA Creative Writing, *Low residency program***

I elected to spend an additional year, completing the newly established MFA program which focused on the teaching and publishing sides of creative writing. During this course of study I completed an internship at Akashic Books where I read and recommended books for publication. My thesis, *Against the Grain*, explored the connections of punk and poetry communities and their importance in creating honest, flawed, authentic voices that connect with people on a visceral level.

### **Wilkes University, MA Creative Writing, *Low residency program***

While acquiring my Creative Writing MA I focused on Poetry with a minor in Fiction. My thesis was a poetry collection titled Mix Tapes and Photo albums that was later published via EMP Books.

### **SUNY Purchase, BA Creative Writing**

*Double major: Fiction and Poetry*

*Minor: Anthropology, Sexuality and Gender*

In my undergraduate studies I double majored in Fiction and Poetry to allow myself to explore my creative voice without limitations and produced a mixed collection of vignettes performed at the Bowery Poetry club upon graduation.