

Professional Curriculum Vitae

Daryl Vanella MA

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Personal Mission Statement

To provide high-quality entrepreneurial and executive-level leadership through education, consultation, copywriting, marketing, editing, and coaching services. This includes leadership, content creation, grant development, business management, non-profit consulting, and administrative services that are team-oriented, relationship-focused, and holistic in scope. These services are rooted in my core values of excellence, moral integrity, service to others, lifelong learning, and eminent creativity.

Professional Skills & Experience:

- Entrepreneurial business owner for over 13 years.
- Over 7 years of leadership experience in Senior Services.
- More than 20 years of experience as a leader and educator in the Human Services field.
- Extensive experience as a copywriter and editor in non-profit, business, and government sectors,
focusing on marketing and grant writing.
- Educator at the secondary and undergraduate levels.
- Executive-level leader in positions such as President/CEO, Executive Director, Clinical Director, and
Associate Director.
- Experienced in managing interim executive transitions.
- Strong advocate for public policy and special needs populations.
- Leadership in organizations undergoing transition and merger.
- Skilled in profit and loss analysis for entrepreneurial, startup, and agency budgets over \$23 million.
- Successful grant writer and administrator for local, state, and federal grants.
- Effective educator/trainer for staff.
- Highly developed clinical, business, leadership, and administrative skills.
- Strong program development and assessment abilities.
- Exceptional copywriting and editing skills.
- Proven team leader/builder.
- Inspirational leadership with excellent interpersonal communication.
- Strong teaching and coaching abilities.
- Excellent systemic analysis skills.

- Assertive decision-maker and negotiator.
- Friendly, positive demeanor.
- Extensive experience as a non-profit C-level leader.

Professional Development

Leadership Development:

- Coursera: Google Digital Marketing & E-commerce Professional Certificate - 2023
- Coursera: The Strategy of Content Marketing - 2023
- Coursera: Project Management - 2022 (All courses in progress)
- Global Leadership Summit - Willow Creek - 2014
- Leadership Genesee - Resource Genesee - Instructor and Facilitator - 2010
- Leadership Barry County – Michigan State University Extension - 2004
- Managers and Supervisors Conference – Skillpath Seminars – 2001
- Executive Training for New Facility Directors – U.S. Department of Justice - 1999
- 21 Irrefutable Laws of Leadership – John Maxwell - 1998
- Effective Supervision I & II – Child Welfare League of America – 1994-1995

Certifications:

- TSA Airport Courier Security Clearance - 2021
- ServSafe - Michigan State University Extension - 2012
- First Aid and CPR – Red Cross – 2012, 2013
- Therapeutic Crisis Intervention (TCI) Certified Trainer – Cornell University – 2001
- Intervention for Home Care Providers (TCI) – Cornell University - 2007
- Crisis Prevention Institute (CPI) Certified Instructor – 1995
- Active Parenting of Teens – Parent Educator Certification – 1993

Clinical Certifications:

- Standards for Sex Offense Specific Programs – ATSA – 2002
- Marriage and Family Counseling – AACC – 2000
- Balanced and Restorative Justice (BARJ) – 2000
- Sexual Abuse Assessment – MACA – 1998
- Adventure-Based Counseling – Teen Ranch – 1992

Education

****MA, Counseling**** (2000) – Focus on Human Service Supervision & Administration
Liberty University, Lynchburg, VA

***Internship with Teen Ranch Inc.** (400 hours in management and leadership in a child-caring institution licensed by the State of Michigan).*

****BS, Psychology**** (1991) – Minor in Communications

Grace College, Winona Lake, IN

Practicum with Cardinal Center Inc. (200 hours working with developmentally delayed preschool children and developmentally disabled adults).

****Diploma, Bible and Youth Ministry**** (1988)

Word of Life Fellowship, Schroon Lake, NY

Inspired a professional career in working with children and youth in need.

**Continuing Education**

****University of Michigan**** – Management Productivity and Leadership Success – 2007
Post-graduate course on executive leadership skills in social services.

****Leadership Barry County**** – Michigan State University Extension – 2004
Leadership development course focusing on public and private sector skills.

****Michigan Virtual University**** – 2003-2005
Completed coursework in Accounting, Finance, and Human Resources in the Business Expertise Suite.

****Management Assistance Program (Non-Profit Micro MBA)**** – St. Paul, MN – 2003-present
Internet-based e-course on non-profit management, combined with a mentoring group for non-profit leaders.

**Presentation & Educational Experience**

Daryl has served as adjunct faculty at Baker College and University of Phoenix–Axia College, teaching a variety of courses at associate and bachelor's levels, including:

- Advanced Human Service Administration
- Child Welfare Treatment Methodologies
- Introduction to Human Services
- Grant Writing, Marketing, and Program Planning
- Client Relationships (Criminal Justice Degree)
- Organizational Psychology

Daryl has developed educational curriculums in Clinical Treatment, Gerontology, Crisis Intervention, and more, and has presented at community, state, and national levels on topics such as adolescent psychology, public safety, and leadership development.

Administrative Experience

Daryl has over 35 years of experience in leadership roles across public, private, and non-profit sectors, including:

- CEO/President of Whaley Children's Center, managing a \$25M budget.
- Leadership in gerontology, mental health, juvenile justice, and family services.
- Successful leadership for Clio Area Senior Center and Safe Shelter Inc.
- Negotiated contracts with governmental agencies and served on multiple boards.
- Extensive copywriting experience in non-profit leadership and marketing campaigns.

Honors

- Teen Ranch Inc. – Certificate of Recognition – 1996
- Bethany Christian Services – Certificate of Achievement – 2005
- State Representative Tonya Schuitmaker – Letter of Commendation – 2008

Professional Memberships

- Member of the Academic Advisory Committee – Baker College Human Service Degree Program
- Leadership Barry County Alumni – MSU Extension
- Member of the National Council on Aging

This revision improves the flow, formatting, and readability while ensuring a professional tone. Let me know if you'd like any further changes!