



Leann Poston, M.D., MBA, M.Ed.

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Professional Summary

Merging a background in medicine, business, and education, I help companies differentiate themselves by developing content strategies for effective content and copy that engages and connects with their customers.

I have experience in a wide range of therapeutic areas, including pediatrics, gastroenterology, renal, orthopedics, pain management, respiratory medicine, cardiovascular disease, neurology, and psychiatry.

Core Qualifications

Medical Writing

- CME needs assessments
- SEO content and copy for the consumer or professional audience
- Research summaries
- White papers
- Patient information guides
- Active medical license, Ohio

Editing

- Manage teams of ghostwriters who write content in the medical and business sectors
- Poynter ACES Certificate in Editing, 2021
- Editorial reviewer for four national medical journals, editor, and contributor to the Academy of Professionalism in Healthcare

Technical

- HubSpot certifications in Inbound Marketing, Email Marketing, Content Marketing, 2021
- Certified in accessibility for Microsoft Word and PowerPoint, 2020
- Diversity, Equity, and Inclusion in the Workplace Certified, University of South Florida, Muma College of Business, 2021
- Proficient with the use and application of WCAG 2.0 and 2.1 Accessibility Guidelines
- Advanced knowledge of adult learning theory and multimedia principles
- Quality Matters Certificate Independent Applying the Q.M. rubric, 2016
- Highly proficient with multiple content management systems and HubSpot Marketing email
- Daily user of Microsoft Office 365, MS Teams, OneDrive, Basecamp, Zoom

Education

- **Doctor of Medicine**, 1990—Wright State University School of Medicine, now Boonshoft School of Medicine, Dayton, Ohio
- **Master of Business Administration**, 2019—Raj Sooin School of Business, Wright State University, Dayton, Ohio
- **Master of Education in Educational Technology and Instructional Design**, 2018 — Wright State University, Dayton, Ohio

Professional Experience

Professional Medical Writer (June 2018-Present)—LTP Creative Design LLC, Dayton, Ohio

- **Responsibilities:** Research, write, and edit articles, white papers and grants in many biomedical areas, including pediatrics, senior wellness, business administration, respiratory medicine, gastroenterology, renal, orthopedics, neurology, psychiatry, hematology, oncology, cardiovascular medicine, and pain management
- **Formats:** Patient education, continuing medical education needs assessments and gap analyses, online educational programs, marketing content and copy, emails, learning assessments, and research summaries
- **Sample client list:** Medscape, Talem Health, HP, J&J Design, Baxter Medical, National Kidney Registry, Fifty Plus Health, Google, Coursera, Invigor Medical, and the University of Pittsburgh

Assistant Dean- Student Affairs and Admissions (2015-2018)—Wright State University Boonshoft School of Medicine Dayton, Ohio

- **Responsibilities:** Developed, led, coordinated, and evaluated Boonshoft School of Medicine Division of Medical School Career Advancement, chaired admissions committee, wrote yearly reports and, served on education committees, introduced new technologies and procedures in the Office of Student Affairs and Admissions

Teacher (2003-2015)—Carroll High School, Dayton, Ohio

- **Responsibilities:** Taught advanced placement biology, anatomy and physiology, medical genetics, introduction to clinical medicine

Pediatrician (1990-2003)—Dayton, Ohio

- **Responsibilities:** Cared for the health and wellness of children in private practice, clinics, and emergency rooms

Professional Memberships

- American Medical Writers Association
- Academy for Professionalism in Healthcare
- American Copy Editors Society
- Association of Health Care Journalists
- National Association of Science Writers