



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

leann@leannposton.com
[LinkedIn](#)
[LTP Creative Design](#)
(937) 286-8313
Dayton, Ohio

Summary

Merging a background in medicine, business, and education, I help companies optimize their content and get their message to their reader through clear, concise writing, using strong research skills, and an understanding of SEO.

Core Qualifications

- Dozens of clients in the medical, education, and business sectors writing SEO optimized web content
- Served on 11 committees in medical education to revamp coursework to active learning for accreditation
- 12 years of teaching experience, recipient of two educator grants, STEM exemplar, State of Ohio
- 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 Matter Certificate Independent Applying the Q.M. rubric, Multiple certifications from edX and Coursera
- Three-year recipient of Governor's Thomas Edison Award for Excellence in STEM education
- Invited presenter at MAYO clinic conference on the use of technology in medical education
- Invited presenter at APHC on professionalism in health care
- Editorial reviewer for four national medical journals, editor, and contributor for the Academy of Professionalism in Healthcare

Professional Experience

2018- present

LTPCreativeDesignLLC

Dayton, Ohio

Owner

- Ghostwriter for an M.D. with over 500,000 subscribers on YouTube
- White paper and copywriter, Don Angle, M.D.
- SEO content ghostwriter, Attorney at Law
- Video reviewer, medical field, Google
- Write and design presentations for undergrad and graduate courses and executive presentations
- Course quality review, stem field, Coursera
 - Review and make suggestions on how to optimize the learner experience
- Freelance medical writer, Invigor Medical and IKON Health, Kennewick, WA
 - Contributed to over 140 articles on health care for consumers, which added over 250 backlinks to the employer's website in 9 months

- Ongoing contract to write weekly SEO optimized blog posts
- Freelance medical writer, Mark Fowler
 - Wrote 29 long-form articles on medical topics for a website geared towards health for seniors, ongoing contract
- Nursing test bank questions Reviewer and writer, O'Donnell Learn
 - Reviewed and rewrote test bank questions for Pearson Textbook on Nursing
- Instructional design consultant, WiseWire, Washington, D.C.
 - Designed two modules for a medical coding course
 - Designed seven modules on leadership for the University of Pittsburgh
 - Designed seven modules on project management for the University of Pittsburgh
 - Wrote the content for a course on COVID precautions for a national chain of nursing homes
- Consultant and writer, Lumina Datamatics, Plymouth, MA
 - Lead instructional designer wrote content and designed management, economics, global business, business strategy, and sales courses.
 - Used templates, worked with SMEs, used WCAG 2.1 guidelines accessibility guidelines, developed graphics, and wrote content.
 - Agile development under continuous review
- Instructional designer, Paycor/LTS, Cincinnati, Ohio
 - Wrote ILT courses, including Giving and Receiving Feedback, Call Control. Coaching and Mentoring and Train the Trainer.
 - Developed procedure-based online training using Articulate Storyline
- Consultant, LJB, Dayton, Ohio
 - Instructional Designer and developer for Fall Protection Module
- Consultant, Relias, Morrisville, NC
 - Wrote and developed onboarding training for the Autism Society of North Carolina
- Wrote nine published articles for the Academy of Professionalism in Healthcare
- Designed two WordPress websites for local businesses

2015-2018

Wright State University Boonshoft School of Medicine Dayton, Ohio

Director of Admissions, Assistant Dean of Career Development, Assistant Professor, Pediatrics

- Developed, led, coordinated, and evaluated Boonshoft School of Medicine Division of Medical School Career Advancement
- Presented and gained agreement from department chairs and administrators to revamp the career program
- Wrote Medical Student Residency Application Guide
- Developed a complete online career program which was emulated by other schools
- Invited presenter on use of technology in Career Services
- Chaired Admissions Committee
- Evaluated statistics on current admissions procedure and revamped complete admissions procedure
- Chaired committee to develop and use new admissions software
- Wrote yearly reports and served on committees
- Introduced new technologies and procedures in the Office of Student Affairs and Admissions

2002-2015

Carroll High School

Dayton, Ohio

Educator and Technology Lead

- Taught dual-credit Anatomy and Physiology, Genetics, A.P. Biology, Biotechnology, and Introduction to Clinical Medicine
- Wrote classroom text used to teach Genetics and Biotechnology class
- Taught over 1500 students
- Technical advisor for one-to-one computer initiative and use of Blackboard Learning Management System

1996-2002

Group Health Associates

Dayton, Ohio

Physician Partner in a multi-specialty group.

Education and Certifications

2016-2018

Master of Education in Educational Technology

Wright State University, Dayton, Ohio

IDDL Certification 1 and 2

2016-2019

Master of Business Administration

Wright State University Raj Soin School of Business

Interdisciplinary Business: Marketing and Human Resources

1986-1990

Doctor of Medicine

Wright State University, Boonshoft School of Medicine

Certificates

2016

Quality Matters Certificate Independent Applying the Q.M. rubric

2012-present

Multiple certificates from edX and Coursera in genomics, genetics, neuroscience, and biology

2013

Genomic Approaches in BioSciences Workshop and Certificate

2004

Praxis Examination in Biology

1993-2007

Board Certified Pediatrician

Licensures

2017-present

Medicine and Surgery, State of Ohio

2003-present

Permanent, Non-tax certificate, State of Ohio Department of Education

1992-2003

Medicine and Surgery, State of Ohio