

LEAH A. BLOOM

EDUCATION

Emerson College, Boston, MA: M.F.A. in Creative Writing (Nonfiction)

Brown University, Providence, RI: B.A. in Comparative Literature and Translation

La Universidad San Francisco De Quito, Quito, Ecuador (All coursework in Spanish)

COMMUNICATIONS and MARKETING EXPERIENCE

Leah Bloom Communications, *President*

Medford, MA

10/2008 – present

- Develop communication strategies and marketing materials for clients including Boloco, Boston GreenFest, Dana Farber Cancer Institute, Association of Career Professionals – New England, Somerville Open Studios, Pine Street Inn, and more
- Develop websites for clients including [Plankton Power](#), [The Serper Method](#), [Mad Oyster Studios](#), and [Never After](#)
- Lead workshops and trainings on marketing for clients including Center for Women and Enterprise, Acción USA, Boston Public Library, Cambridge Energy Alliance, and Sustainable Business Network
- As [Boston Sustainable Food Examiner](#) and [Boston Green Living Examiner](#), blog about sustainable food and consumerism for Examiner.com

causemedia, *Account Executive*

Newton, MA

9/2007 – 10/2008

- Managed accounts in nonprofit and corporate sectors, including state agencies
- Led major social marketing campaigns, particularly around public health issues, including media planning, print/radio/TV/internet marketing, events, and more
- Developed strategies, budgets, media plans, and timelines; managed project teams; ran client meetings; moderated focus groups; authored reports
- Served as liaison between clients and senior management, vendors, and contractors

St. Francis House, *Senior Communications Officer, Development Communications Associate*

Boston, MA

6/2005 – 9/2007

- Developed and implemented communication strategy, including collateral materials, media coverage, interviews and tours; supervised marketing interns
- Integrated online marketing into development program: oversaw redesign of www.stfranchishouse.org; managed online database; handled data collection, list segmentation, online fundraising, and all online communications; served as webmaster
- Managed direct mail program to meet fundraising goal of \$700,000: wrote and edited appeals, newsletters, acquisition mailing, and acknowledgement letters
- Stewarded relationships with neighborhood organizations and community members, including speaking at schools, churches, and other partner organizations
- Coordinated production of event materials, wrote speeches and coached speakers, assisted in all aspects of events to meet event fundraising goal of \$600,000

Tapestry Health, Assistant Director of Administration, Consultant

Northampton, MA
10/2001 – 12/2004

- Managed development and production of materials including annual reports, newsletters, advertisements, web copy, brochures, banners, postcards, and event invitations and programs, including writing and design
- Organized community activism and fundraising events, lobbied on Beacon and Capitol Hills, wrote and distributed press releases, gave interviews to the media
- Awarded selection to the National Family Planning and Reproductive Health Association's (NFPRHA) Leadership Development Institute, attended 2002 NFPRHA National Conference
- Coordinated fundraising campaigns, managed donor database, supervised interns

WRITING and EDITORIAL EXPERIENCE

Third Sector New England, Consultant

Boston, MA
9/2003 – 5/2005

- Documented organizational assessments in writing, including summary of essential points and word-for-word transcription of both live and taped meetings, for use in professional assessment and strategic planning reports

Adams Media Corporation, Editorial Assistant

Holbrook, MA
7/2000 – 6/2001

- Assisted in all aspects of book publishing: edited over 40 manuscripts; wrote catalog and cover copy; brainstormed, researched, acquired, and tracked trade publications; maintained contact with authors, agents, and freelancers; requisitioned and secured rights to art
- Served as company-wide Events Coordinator

TEACHING and VOLUNTEER EXPERIENCE

Lexington Community Farm Coalition, Volunteer

Lexington, MA
12/2009 – present

- Cover town meetings and write articles for local newspapers

Boston Center for Adult Education, Instructor

Boston, MA
6/2009 – 5/2010

- Teach courses in sustainable cooking and food writing to adult learners

Barack Obama's Presidential Campaign, Deputy Field Organizer

Medina, OH
10/2008

- Assisted in volunteer management, including recruitment, scheduling, training, and deployment
- Launched door-to-door canvasses and phone banks, made persuasion and recruitment calls, canvassed difficult areas
- Supported senior staff by preparing materials, entering data, assisting with office logistics, and more

Emerson College Learning Assistance Center, Tutor

Boston, MA
9/2002-5/2004

- Tutored undergraduate, graduate, and international students in all stages of writing process; led in-class writing workshops

PUBLISHED WORK

- [Boston Green Living Examiner blog](#), 11/2009 – present
- [Boston Sustainable Food Examiner blog](#), 12/2008 – present
- [wiseGeek.com](#) answers, 5/2010 – 10/2010
- [“Residents Study Community Farm Options.”](#) *The Lexington Minuteman*, December 9, 2009
- “Put Your Guests to Work,” *And Now for the Good News*, edited by Sue Ray, 2007
- [“The Keys to the Castle.”](#) *The Boston Globe Sunday Magazine*, April 10, 2005
- [“For Love or Money.”](#) *The Boston Globe Sunday Magazine*, February 20, 2005
- “Power Play,” *Gauge Magazine*, Emerson College, April 2004
- [“Extracurriculars Abroad.”](#) *Transitions Abroad Magazine*, January/February 2004 “Bargain Hunting,” *Graduate Literary Forum*, Emerson College, April 2003
- [“Beat That Bug: How to Stay Healthy Away From Home.”](#) *College Bound Magazine*, March/April 2003
- “S.O.S. for Public Health” (with Tapestry Health CEO Leslie Laurie), *The Provider*, October 2002
- “Cookies,” *Machberet*, Brown University, May 2000

LANGUAGE/COMPUTER SKILLS

- Competent in both oral and written Spanish
- HTML and CSS coding and web publishing, including open-source and proprietary software such as Drupal, Dreamweaver, and WordPress
- Online marketing programs, including Convio and Constant Contact
- Desktop publishing software, including InDesign, Publisher, and PageMaker
- Image editing software, including Photoshop, Microsoft Paint, and Microsoft Photo Editor
- Database software, including FileMaker Pro, ACT, Paradigm, Kintera, and Raiser’s Edge
- Microsoft Office Suite and WordPerfect