

Annette Vendryes Leach

COPYWRITER

New York City

annette.leach27@gmail.com

917-620-4329 mobile

Annette Vendryes Leach is a Brooklyn copywriter, author, publisher, and entrepreneur. For years, she wrote magazine, radio and TV ads for everything from soda to the CIA. After winning industry awards and moving on to Creative Director, Annette decided it was time to finish writing her novel. She published *Song of the Shaman* (MindPress Media, 2013) in print, digital and audiobook formats. A creative, conceptual thinker, Annette is available for freelance copy assignments or permanent writer positions.

Specialties: Creative Writing, Creative Direction, Copywriting, Direct Marketing, Internet Marketing, Branding, Project Management, Strategic Planning, Author Coaching, Book Publishing Services, and Small Business Development.

Employment History

Freelance Copywriter, Creative Manager

Los Angeles, CA & New York, NY

2011 - Present

Pulsar Advertising

- Instrumental in the creative presentation pitch that won the three-year MTA contract.
- Accounts: MTA, Amtrak, New Business Development.

President

Brooklyn, NY
2012 - Present

MindPress Media

- Direct MindPress Media in publishing works that inspire inner transformation and lead us to perceive the sacred in our world.
- Author Coaching: Guide fiction and nonfiction writers to develop a clear and compelling premise or plot, determine a tone, style, and voice based on the target audience, and produce a coherent, captivating narrative. Mentor writers on how to complete their project and to publish their work.
- Book Publishing Services: For writers looking to self-publish, MindPress Media Publishing Services include copyediting, cover design, interior design, and publishing platform setup with a strategic focus on meeting your target publication date.
- Workshop Leader and Speaker: Conduct publishing workshops, organize writing conferences, take part in panel discussions, give speeches on writing and publishing.

Book Author

Brooklyn, NY
2007 - Present

AnnetteLeach.com

- Author of the novel, Song of the Shaman, published in print, digital, and audiobook formats. (2013)
- Author of the non-fiction handbook, The Pocket Self-Publisher: 5 Essential Steps to Publish the Book of your Dreams (2015)
- Manage social media, book readings and signings, book festivals, book marketing and promotion.
- Currently at work on a second novel for release in 2016.

Publications Consultant

Calumet City, IL
2002 - 2005

Urban Ministries Inc.

- Provided creative direction for quarterly catalogs, print advertising, direct marketing, web and special promotions. Developed and executed strategies for targeted book marketing.
- Implemented the expansion of educational resources and new product lines. Researched and introduced new bookselling vehicles including web components.
- Analyzed consumer data, assessed book marketing opportunities. Identified and hired freelance creative designers and publicists.

Freelance Copywriter

New York, NY
1995 - 2000

Digitas Inc.; Bozell Advertising; Young & Rubican; Wunderman Cato Johnson; Lowe & Partners

- Wrote ad campaigns in all media forms for a wide range of clients.
- Accounts: AT&T Wireless; Bell Atlantic Mobile; American Express; The Citibank Private Bank; United Airlines; Aleve Pain Reliever; Minute Maid Sodas; Census Bureau

Creative Director

New York, NY
2000 - 2001

Spier-NY

- Produced and managed a high volume of print advertising for major book publishers. Supervised radio recordings and television shoots. Provided creative leadership to art and copy teams as well as to agency personnel and clients. Wrote and edited print, radio and television copy.

- Assessed the Creative department's needs and implemented new policies and procedures.

- Accounts: Viking, Penguin, Dutton, Plume, Signet, Berkley, Jove, Bantam/Dell, Doubleday/Broadway, Dial Press, Hyperion, Disney Press, St. Martin's Press, HarperChildrens, Greenwillow

Founder & President

Brooklyn, NY
1994 - 2001

Black Literary Club

- Conceived, researched, planned and launched a direct mail catalog book club specializing in literary books by African-American, African and Caribbean authors.
- Gained national brand awareness through print, broadcast, internet, and special events marketing.
- Established publishing accounts; managed warehouse and fulfillment, advertising, and catalog design.
- Became a business consultant for a major publishing house to assist in the planning and development of a niche book club.
- BLC mailing list of 100,000 names rented to various African American and General Market businesses nationwide and provided an additional lucrative source of income.

Associate Creative Director

New York, NY
1994 - 1995

Lockhart & Pettus

- Directed bold, strategic ad campaigns for accounts: NatWest Bank; Con Edison; Carson Products; McCormick Spices

Education

BS, Creative Writing & Comparative Religion

New York, NY

The New School

Awards

London International Festival Awards, ANDY Award, Telly
Award, CEBA Awards, Richard T. O'Reilly Award for
Outstanding Service to the Community

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