# Caroline Leopold, MA, GPC

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More than 15 years of experience in grant writing, contract procurement, communications, and marketing for non-profit, healthcare, and medical research. Lead proposal development with HRSA, NIH, HUD, CDC, and in state and city competitions. Secured \$10 million in grants and contracts ranging from \$10,000 - \$1.3 million from federal, state, foundation, and corporate sources. Writes technical material in an accessible manner for government, professional, and consumer audiences.

# Technical Skills / Relevant Competencies

| Writing, Composition, Design  | MS Suite, Adobe XI Pro, Adobe CS6 (Indesign, Illustrator, Photoshop) |
|-------------------------------|--|
| Data Analysis & Databases     | R, SPSS, Excel, Access, Salesforce, Raiser's Edge                    |
| Editing, Reference Management | EndNote, Style Guides (AMA 10, APA 6, Chicago 15, AP 2012)           |
| Grants Management             | Grants.gov, NIH eRA Commons, HUD esnaps, HRSA EHB                    |
| Web development               | HTML5, CSS3; Wordpress CMS; Jekyll.rb                                |

## **Current Employment**

## Principal, Leopold Writing, LLC, Philadelphia PA | January 2012 - Present

Consults on project development, writes grant and contract procurement proposals, and writes and edits diverse business and medical publications and communications. Contributor to physician and medical student sites including *Med City News*, *Student Doctor Network*, and *Significance Magazine*. Recent accomplishments:

- Editing and copywriting on two print publications on global health and rights and HIV/AIDS.
- Researched hospitals and foundations in 11 U.S. states, identified potential funders, and wrote proposals for an award-winning cancer rehabilitation company.
- Wrote federal grants up to \$10 million in public health, HIV/AIDS, and NIH-funded medical research.
- Wrote 35,000-word technical proposal and designed project plan using Gantt for \$200 million Pennsylvania healthcare contract procurement.
- Long-term contracts with Philadelphia area non-profits for writing services including KeystoneCare and ASPIRA of PA.

## Past employment

#### Grant Writer (part-time, 6-months temporary), Legacy Youth Tennis & Education, Phila, PA | 2012

Served as a temporary grant writer for leading youth organization in Philadelphia. During 6-month contract, wrote 20 grant proposals and won funding from foundations and corporations.

#### Grant Writer, ActionAIDS, Philadelphia PA | 2008 - 2012

Wrote and secured more than \$3 million in grants and contracts for PA state's largest AIDS service organization. Wrote on public health and medical access for people with HIV/AIDS and co-morbid medical conditions.

Analyzed service data and produced reports. Developed content for publications, donor appeals, and marketing materials.

#### Grants Coordinator, Children's Crisis Treatment Center, Phila. PA | 2005 - 2008

Raised \$800,000 in grant proposals from national and local foundations for \$11 pediatric psychiatry and behavioral health agency. Wrote Capital Campaign collateral, special appeals, educational publications, and marketing materials.

#### Tutor and Educator (Part-time), Drexel University, Philadelphia, PA | 2004 - 2005

Tutored health science students on statistics, research methods, SPSS, and writing. Developed and taught workshops and training for Drexel master's students on research and grantwriting.

# Development Associate, Prometheus Radio Project, Philadelphia PA | 2001 - 2003

Wrote policy papers for FCC, press releases, grant proposals, and reporting documents for grant makers at Ford Foundation and Open Society Institute.

## Development Officer, Citizens Information Service, Chicago IL | 1999 - 2001

Provided technical assistance and consulting for Chicago businesses and community-based non-profits. Wrote a successful \$850,000 Empowerment Zone proposal for the Second City comedy theater.

#### **Recent Presentations**

October 27, 2012 – National Association of Science Writers' Annual Conference, Triangle Park, NC The Devil is in the Details: Panel on Contracts

May 22, 2012 – Johns Hopkins Clinical Research Network, Annapolis, MD CME: How to Secure Medical Research Funding: Overview for Medical, Nursing and Health Professionals

April 10, 2012 – St. Johns University, School of Business, GLOBE Initiative, New York, NY Title: Funding for International Microenterprise

January 27, 2012 – Center for Non-Profit Success, New York, NY Title: How to Research and Develop a Winning Need Statement

#### **Professional Affiliations and Honors**

Grant Reviewer, Patient-Centered Outcomes Research Institute (PCORI), Washington, DC Grant Professional Certification, expires 11/2014
Member, American Medical Writer's Association
Member, Investigative Reporters and Editors

#### Education

## Master in Community Psychology, Minor in Statistics, University of Illinois, Chicago

Honor: University Fellow

Core courses: Epidemiology, Advanced Statistics II, Multivariate Analysis, Logistic Regression and Survival Analysis, Community and Prevention Research.

Master's Thesis: Social support in African-American adolescent development. Funded in part with a grant from the Illinois Department of Human Services.

Nursing Courses, Drexel University, Philadelphia, PA

Bachelor of Arts, History, Trinity College, Hartford, CT