

Leah Hansen

Editorial Portfolio

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About

From proofreading and fact-checking to copywriting to original blog posts and articles, I provide tailored content solutions that will resonate with your target audience and drive results.

I have a master's degree in journalism from the S.I. Newhouse School of Public Communications at Syracuse University, and have served as a freelance proofreader and editor for over 16 years. I offer proofreading, line-editing, copywriting, and creative writing solutions. My clientele has included firms and executives in the fields of law, real estate, publishing, public health, architecture, and visual art, among others.

I've worked on content ranging from comics and children's books, to blogs, news, marketing & branding materials, real estate publications, and more.

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Select Clients

REAL ESTATE

Cushman & Wakefield
Eastdil Secured
Newmark Knight Frank

DESIGN & ARCHITECTURE

NYC Landmarks Preservation Commission
Spire Creative Group
Starship Design
Studio Bold
Territoria Architecture

CORPORATE

The Law Offices of J. Grant Kennedy
Ruth K. Sheldon & Associates Marketing
Vital Strategies

CREATIVE

Art Assets LLC
Graphis
Horizon Line Comics
NY Social Diary
Pronto Comics
Standard Arts LLC
The Nibble Specialty Food Magazine

Client: Studio Bold

Project: Copy Editing & Copy Writing

Brief: For this creative agency that specializes in commercial real estate, I was tasked with cleaning up and rewriting text throughout the entire website, ensuring a clear and consistent message that remained on brand.

Original Text

ABOUT US

Studio Bold is a creative agency focusing on visual communications, project management, and client relations. Our mission is to build strong support, deliver customized design solutions, and embolden our clients' creativity.

MISSION

Studio Bold is committed to building strong marketing support, delivering customized design solutions, and emboldening our clients' creativity.

PHILOSOPHY

Here at Studio Bold, we believe in one thing: a hard work ethic paves a path for great results.

Updated Text

ABOUT US

Studio Bold is a creative agency focusing on visual communications, project management, and client relations. We deliver customized marketing and design solutions that help our commercial real estate clients launch and close deals effectively.

MISSION

Studio Bold is committed to building strong team support, delivering customized design solutions, and emboldening our clients' creativity.

PHILOSOPHY

Here at Studio Bold, we believe a hard work ethic paves a path for great results. We don't clock out at 5:00. We're not afraid of late nights and will be there when you need us. Each of our clients enjoys personal attention that can't be matched by a conventional branding agency.

A BOLD STRATEGY

With close to two decades of experience in the creative industry, Team Bold has implemented a unique assignment approach that revolves around precise communications and customized production of marketing collateral. The process guides the team to work within a specified scope and ensures that only the appropriate work is delivered to the client. This tested approach saves production time and allows the client to launch the deal faster.

OUR STORY

Studio Bold was established in 2021 as a creative agency specializing in commercial real estate. Our creative services range from designing and producing marketing collateral, such as offering memoranda and pitch presentations, to developing digital marketing elements, such as videos and websites.

With over 15 years of collective experience working in various creative positions and an extensive understanding of the commercial real estate industry, we can fine-tune our work carefully, customize it to our client's needs, and ensure it delivers optimal results.

Studio Bold focuses on the importance of production schedules, delivery deadlines, editing accuracy, and cost-effectiveness. We have embarked on a mission to deliver high-quality work and, most importantly, become reliable team members of our clients.

A BOLD STRATEGY

With a combined three decades of experience in the graphic design and print industry, Team Bold delivers impactful marketing collateral through a unique approach that combines precise communication and customized production. Our process starts by collaborating with the client to define a specific scope of work. This strategy ensures a tight focus and efficient production timeline that allows the client to launch deals faster and more effectively.

OUR STORY

Studio Bold is a creative agency specializing in commercial real estate. We design and produce marketing collateral ranging from offering memoranda and presentations to the development of digital marketing elements such as videos and websites.

A collective 30 years of experience working in various creative positions and an extensive understanding of the commercial real estate industry allows us to fine-tune our work carefully, customize it to our clients' needs, and ensure it delivers optimal results.

Studio Bold delivers results our clients can count on while emphasizing the importance of production schedules, delivery deadlines, editing accuracy, and cost-effectiveness. We're on a mission to deliver high-quality work and, most importantly, become reliable team members to our clients.

To read more, [CLICK HERE](https://bold-newyork.com) to visit bold-newyork.com

Client: Standard Arts

Project: Copy Writing

Brief: Write a press release about art as a tool to encourage return-to-office toward the end of the Covid-19 pandemic.

☐ Standard Arts
Curating the Built Environment.

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DECEMBER 1, 2020
FOR IMMEDIATE RELEASE

ART'S ROLE IN THE WORKPLACE POST COVID-19

After many months of working entirely remotely, tenants are finally returning to their offices either full- or part-time. Developers, property managers, and employers must now grapple with how to make the office physically safe while also providing a warm welcome and sense of emotional safety. Practical solutions include daily temperature screenings, touchless technology, staggered elevator use, and signage encouraging social distancing, among other innovations. But while these options may help curb the spread of the virus, they can leave buildings seeming sterile, with tenants and visitors feeling even more anxious. Now more than ever, it's imperative that employees and tenants feel emotionally secure in the workplace in addition to being physically safe.

Research from [Express Scripts](#) shows people are under tremendous amounts of stress stemming from the Covid-19 outbreak. Weekly antidepressant, anti-anxiety, and anti-insomnia medication prescriptions increased 21% between February 16 and March 15. Prescriptions peaked during the week ending March 15, when COVID-19 was declared a pandemic—and 78% of those were new prescriptions.

Says Leah Hansen of Standard Arts, “To make the workplace an environment that’s as stress-free and productive as possible, developers, property managers, and employers must incorporate mental health and resiliency strategies in addition to new physical healthcare requirements.”

Thoughtfully curated artwork in public spaces can welcome employees and play a powerful role in contributing to a sense of emotional safety, especially when integrated into practical healthcare adaptations. There is ample scientific evidence that artwork has a uniquely positive effect on people’s mental well-being and their physical health. For example, in the 2008 paper [*The Impact of Art, Design, and Environment in Mental Healthcare*](#), the authors state that exposure to art in healthcare settings reduces anxiety and depression among patients and may reduce risks of errors among staff.

Likewise, in the 2000 paper [*Environmental Aesthetics and Psychological Wellbeing*](#), the authors note that “subjects’ general well-being can be significantly increased as a result of contact with environments considered to have high aesthetic value.”

Says Jia Jia of Standard Arts, “Everyday places are an unexpected way to interact with art. But because they’re familiar and comfortable, audiences can form an intuitive emotional connection to the art and appreciate it on their own terms. At Standard Arts, we use art and design to challenge the conventional way of interacting with a space.”

There are numerous ways to incorporate artwork into an office setting in response to Covid-19, from outdoor plazas, to lobbies, to amenity spaces and individual offices:

Outdoor Spaces

During this pandemic, outdoor spaces have come to define our collective urban experiences. Our social lives depend on outdoor spaces, and cities have come up with creative solutions that encourage a sense of community and enhance our lives, while also supporting local businesses.

[CLICK HERE](#) to read the entire release in Dropbox.

Client: NY Social Diary

Project: Ghost Writing & Editing

Brief: After several years as personal editor for NY Social Diary columnist Jeanne K. Lawrence, I became intimately familiar with her voice and writing style. Ultimately, I ended up ghost-writing her stories, to which she then adds additional “flavor” before publishing. Below are two examples. Click each image to view the complete article, or visit www.jannelawrence.com to see all the archives, where everything published after 2012 was edited and/or ghost-written by me.

San Francisco Social Diary: A Century Of Good Taste — The Life of Culinary Icon Cecilia Chiang

Posted on [July 1, 2020](#)



— Centenarian and culinary icon Cecilia Chiang, pictured with her family in Beijing, migrated to San Francisco and revolutionized American appreciation for authentic Chinese food with her groundbreaking restaurant, the Mandarin.

During this time of Covid-19 and all its ramifications, it's comforting to hear the inspiring story of **Cecilia Chiang**, a still-vital culinary icon who most recently celebrated her 100th birthday.

Cecilia Chiang, credited with introducing Americans to authentic Chinese cuisine and hailed as “the Julia Child of Chinese food” by acclaimed chef Alice Waters, is a great American success story. Cecilia is still as engaging today as when we first became friends back in the 1970s. She celebrated her 100th birthday with a spectacular party in San Francisco.

Opened in 1961, Cecilia's legendary San Francisco restaurant, **the Mandarin**, was arguably the best Chinese restaurant in the U.S. for over 30 years. Today, she continues to inspire everyone from friends and colleagues to top chefs and restaurateurs the world over. She challenged the American idea of Chinese food and transformed our appreciation for authentic cuisine whatever its origin.

“Godmother of Wellness” Deborah Szekely, Visionary Founder of Rancho La Puerta, Honored on her 100th Birthday!

Posted on [November 2, 2022](#)



— Rancho La Puerta, a pioneering leader of the wellness-fitness movement, is named #1 International Destination Spa by *Travel + Leisure* magazine.

When my dear, longtime friend Deborah Szekely, founder of the world-renowned Rancho La Puerta Wellness Resort and Spa in Tecate, Baja California, Mexico, sent an invitation to her 100th birthday celebration, I booked my flight immediately.

For the occasion of Deborah's birthday, San Diego Mayor **Todd Gloria** proclaimed “Deborah Szekely Day” in honor of the health and wellness visionary, philanthropist, and community leader.



— The beloved Cecilia Chiang celebrated her 100th birthday at 3-Michelin-star Benu in San Francisco and received a letter of congratulations from California Governor Gavin Newsom.

CHIANG HONORED WITH A JAMES BEARD LIFETIME ACHIEVEMENT AWARD

Cecilia Chiang has enjoyed many extraordinary honors, and I was thrilled to be there for one of the greatest in 2013, when, at age 93, she received the long overdue Lifetime Achievement Award from the James Beard Awards, known as the “Culinary Oscars” at New York’s Lincoln Center.

James Beard was a well-known cook, author, and teacher who hosted *I Love to Eat*, one of the first televised cooking shows, on NBC in 1946. The Lifetime Achievement Award is given to “an individual whose lifetime body of work has had a positive and long-lasting impact on the way we eat, cook, and/or think about food in America.” Cecilia considers it her legacy to have redefined what Americans know about Chinese food and culture.



— Deborah Szekely celebrated her 100th birthday at Rancho La Puerta, which she and her husband co-founded in Baja California, Mexico in the 1940s.

RANCHO LA PUERTA WELLNESS RESORT AND SPA

In 1940, Deborah Szekely (pronounced ZAY-kay), dubbed “the Godmother of Wellness,” together with her husband, Edmond Bordeaux Szekely, founded a rustic retreat they called Rancho La Puerta. There, they pioneered the balanced mind/body/spirit fitness movement. (She later founded the exclusive Japanese-inspired The Golden Door Spa in California.)

The motto of “The Ranch,” as we regular guests call it, is *Siempre mejor* (Spanish for “Always better”)—and it always is. Rancho La Puerta Fitness Resort and Spa has been voted the #1 International Destination Spa by *Travel + Leisure* magazine for the past three years, and *Conde Nast Traveler* has called it “Best in Mexico.”

How thrilling for Deborah to see what 80 years of dedication from herself and her family—who still own and operate The Ranch—has achieved.

THE RANCHO LOCATION

Rancho La Puerta is Mexico’s top destination spa and retreat. Tucked at the foot of Mt. Kuchamaa, a sacred mountain of the indigenous Kumeyaay Native American tribe, The Ranch is an hour’s drive from San Diego and just a 10-minute ride over Mexico’s northern border.



— Deborah greeting her guests at Rancho La Puerta reception’s stained-glass *Firebird Wings* doors, designed by renowned artist, sculpture, and glass-maker James Hubbell.

Client: Vital Strategies

Project: Proofreading

Brief: Vital Strategies is a data-driven global healthcare public policy nonprofit. Among the tasks I perform under operations support is proofreading of reports written by researchers whose first language is not English. Below are sample pages from one such example, with the edits highlighted.

In February 2021, two new indicators were introduced called "Induced (legal) abortion by Mifepristone + Misoprostol" and "Induced (legal) abortion by Misoprostol only." It is unclear what medication abortion regimens were previously included in the old indicator "induced abortion by medicine," making it hard to compare it to the two new indicators and to explore trends over time in the use of medications for safe abortion care where data is available.

Similarly, for indicators that aim to capture information related to "total number of abortions," there is a lack of clarity of what these include. They could include legal induced abortions, all admissions for abortion-related complications, and in this current HMIS, spontaneous abortions. Alternatively, they might exclude complications since these fall under post-abortion care, but that would make the indicator hard to comprehend because data on spontaneous abortions currently seem to be collected from within the post-abortion care caseload.

There are also challenges about what is counted within indicators that have "total number of cases" e.g., total number of abortions **Total Cases**, spontaneous abortions **Total Cases**, and complications **Total Cases**. It is possible that they include all OPD NC cases, both hospitalized and deaths. However, women may have passed through each of those categories (can be admitted into OPD, subsequently hospitalized, and then die), so there is likely some overlap among patients in each category and it would be overcounting to add up these categories to get total cases.

For indicators like "induced (legal) abortion for therapeutic abortion" and "induced (legal) abortion for therapeutic abortion (above 22 weeks)," there is a need to be clear that the second is a subset of the first, as these are helpful indicators to assess the internal consistency of the data being collected.

The indicator "post-abortion care (manual vacuum aspiration)" is relatively clear even without a definition, because the HMIS only captures MVAs for post-abortion care, and there are other methods used for PAC. Yet health facilities have still interpreted this indicator differently. Some health facilities only include MVAs in this indicator, while others include MVAs and other methods of PAC to reflect all the care they provided. In order to assess the kind of care women receive in health facilities, this suggests that there is a clear need to define and standardize what is counted within this indicator from the data source, and, if possible, to include other indicators reflecting the methods used to provide PAC as approved within Rwanda.

There is a lack of knowledge and training on safe abortion data collection and reporting. Some nurses at maternity reported not having any information on the reporting formats being used for safe abortion, while their colleagues are already trained.

Provision of Services by Eligible Health Facilities

Out of our sample, 13 faith-based hospitals reported that they did not provide safe abortion care, and that all patients are referred to other nearby hospitals. However, while some of these facilities have reported "0" for safe abortion indicators related to CAC in the HMIS, others provided no

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information in the requisite indicator fields. There is thus no standardized way to report nonperformance of services and these indicators.

Sources of Data Within Health Facilities

The data sources for safe abortion do not have accurate information. For example, it is indicated in HMIS form that the data source for induced abortion is the GBV registers, but from our experience accurate information is usually within the maternity register. That said, the type of abortion (rape, incest, therapeutic, etc.) is not recorded within the maternity registers, which is problematic.

In some health facilities, it was not possible to get maternity or safe abortion registers, because they were lost (Kinazi Referral Hospital, Ngarama DH, Muhima and Kirehe DH).

Data for the indicator "Total number of abortions OPD NC", within reference hospitals was collected but not reported in the HMIS at King Faisal Hospital.

There is no actual source of data for all spontaneous abortion indicators within the registers, and no definition to guide health facility staff who record data in HMIS forms. Thus, individual staff within hospitals where this data is collected, rely on individual perceptions on the severity of admissions for PAC wherein they classify mild cases as spontaneous abortions for HMIS reporting. As discussed above, this indicator lacks validity, is misleading, and is not useful to evaluate the quality of comprehensive abortion care or advance access for women.

Registry Format

The old registers where data is recorded for safe abortions (such as the maternity register) do not reflect the content and format of the HMIS form. For example, the GBV register, which is considered as a data source for induced abortions in many hospitals, does not contain the legal indication for the induced abortion and the method used to terminate the pregnancy. To manage this challenge, many health facilities have resorted to adding new columns to the current registers to capture this information while some other facilities do not do this, and all induced abortion are considered as spontaneous abortions. Overall, there is a lack of standardization in how abortion data is extracted from registers, as each HF has its own way of collecting data.

Data Analysis Challenges

- Some data elements were dropped out in December 2021 and replaced with two new data elements; it was therefore difficult to link the older data elements with the newly created ones during the analysis to compare them with the registers' records.
- During DQA data collection, some HFs declared that they do not provide safe abortion services, including induced abortion and post-abortion care, but they reported data in HMIS for the same period (e.g. Kabutare and Gitwe District Hospitals).

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