

M. LaVora Perry

Writer, Editor & Digital Communications Strategist

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PROFESSIONAL PROFILE

Versatile storyteller and communications developer with decades of experience as an actor, award-winning writer, editor, and digital strategist. Expert in crafting compelling multi-platform content that engages diverse audiences and builds public trust. Proven track record in editorial leadership, website architecture, campaign communications, education-related content, and high-impact multimedia production.

CORE COMPETENCIES

- Digital Strategy: Website Architecture, Social Media Management, Digital Ad Copy
- Editorial Leadership: Content Development, Publishing, Copy Editing, Journalism
- Multimedia Production: End-to-End Video Production, On-Location Filming, Photojournalism
- Advocacy & Outreach: Grassroots Journalism, Public Relations, Community Engagement

CAMPAIGN & DIGITAL STRATEGY LEADERSHIP

Digital Media Strategist & Communications Developer, Morgan for Mayor Campaign

- Designed, launched, and managed the official campaign website serving as the central hub for voter information, candidate platform, and community resources.
- Directed end-to-end multimedia production, including interviews, on-location filming, and professional post-production editing.
- Authored strategic ad copy and editorial content informed by national campaign research, resulting in increased voter conversion and digital engagement.
- Managed social media platforms with consistent messaging that humanized the candidate and strengthened voter engagement.
- Served as a grassroots journalist, translating complex community concerns into accessible, empathetic content.

WEBSITE, WRITING & EDITORIAL EXPERIENCE

Lotus Sutra Buddhism on Substack — Digital Content Creator

2025–Present

Multi-format platform (essays, video, podcast) teaching the Lotus Sutra and Nichiren's writings; builds engaged niche community.

The East Cleveland Narrator — Founder, Publisher & Journalist

2014–2015, relaunched 2026

Founded and led an independent, resident-focused community news source; relaunched as a civic engagement platform trusted by local officials.

EastCleveland.org — Website Developer, Designer & Administrator

2013–2020

Developed and maintained the City of East Cleveland's digital presence, managing all technical updates and original content creation.

Forest Hill Publishing, LLC — Founder, Publisher, Editor & Content Creator

2004–Present

Oversee all operations for an independent publishing house dedicated to diverse, educational, and socially impactful storytelling.

- Editor & Publisher, LeBron James — King of the Court by B.J. Robinson (2005)

American Greetings — Greeting Card Writer and Editor

1995–2010

- First greeting card writer of African descent hired by American Greetings in the company's then 75-year history.
- Created and edited the In Rhythm card line for Black Americans.
- Earned two Creative Excellence Awards: Juvenile and Conventional Writing (1999) and Concept Innovation for editing the In Rhythm line (2000).

PreMedia Global — Copy Editor

2011

Copy editing for American Physical Society, Physical Review D Journal, and other media content.

Greater University Circle Neighborhood Voice — Writer & Photojournalist

2010–2012

Highlights for Children Magazine — Editorial Consultant

2007

Catalyst for Cleveland Schools (Catalyst Ohio) — Contributing Writer

1999, ongoing

*School reform journalism and education-focused reporting.***Plain Dealer — Contributing Writer / Guest Commentator**

2000, 2013

UPRIS Corp (Health Information Technology Company) — Executive Editor**Contributing Writer***FYILiving.com; Demand Studios (LiveStrong.com, eHow.com); Span Connection (Small Publishers Association of North America); SGI-USA World Tribune newspaper and Living Buddhism magazine.***ACTING EXPERIENCE**

Commercial & Theatrical Actor

1980–1991, 2017–2024

*New York City, Cleveland, Basel (Switzerland), North Carolina**Professional experience across commercial and theatrical productions.***SELECTED BIBLIOGRAPHY**

- Taneesha Never Disparaging (Middle Grade Novel), Wisdom Publications, 2008 — official publisher of His Holiness the Dalai Lama
- A History of the Civil Rights Movement, Mason Crest Publications, 2012
- Malik Had a House, Learning A-Z, 2011
- Middle Grade Historical Non-fiction Book, OTTN Publishing
- Teen Health Manuscript (with Dr. Linda Bradley, M.D.), Cleveland Clinic Press, 2006–2011
- Young Adult Non-fiction Book Series, Cleveland Clinic Press (manuscripts available; publisher closed prior to release)

Anthologies & Contributions

- Children's Writers Guide to 2009, Institute of Children's Literature (2009)
- Gumbo for the Soul — The Recipe for Literacy in the African-American Community, Gumbo for the Soul Publications
- Illuminations: Expressions of the Spiritual Experience, Celestial Arts / Ten Speed Press

Commissioned Writer/Editor Projects

- "Poisoned from the Start—Disproportionate Toxic Exposure of Children in Communities of Color," PowerPoint presentation by Dr. Renee Jenkins, M.D., President, American Academy of Pediatrics, Washington, D.C.
- "Health Justice," PowerPoint presentation by Dr. Lucille Norville-Perez, M.D., 102nd President of the National Medical Association and former National Medical Director of the NAACP Health Advocacy Department

HONORS & ACHIEVEMENTS

- First greeting card writer of African descent hired by American Greetings in the company's then 75-year history; earned two Creative Excellence Awards, including one for creating and editing the In Rhythm card line for Black Americans.
- Featured Author, Taneesha Never Disparaging — TheBrownBookshelf.com
- Recommended Author, Taneesha Never Disparaging — Teaching Tolerance Magazine
- Selected Mentee & Participant, Rutgers University Council on Children's Literature Conference
- Volunteer of the Year, Northern Ohio Society of Children's Book Writers and Illustrators (SCBWI)
- Scholarship Recipient & Participant, Highlights Foundation Children's Writers Conference
- Honoree, Poet's and Writers' League of Greater Cleveland, "Writers and Their Friends" — Cleveland Playhouse Literary Showcase
- Honorable Mention, "Forgiving," Ohio Writer Magazine
- Honorable Mention, "Forgiving," Cleveland Free Times

AFFILIATIONS & VOLUNTEERISM

- Forum Co-Moderator, Association of Children's Authors and Illustrators of Color
- Assistant Marketing Coordinator (2008) and Marketing Coordinator (2009–2010), Northern Ohio SCBWI

- Participant, Western Pennsylvania SCBWI Conference
- Participant & Volunteer, Northern Ohio SCBWI Conferences
- Member, Society of Children's Book Writers and Illustrators

PRESENTATIONS & MEDIA APPEARANCES

- Featured Author, Open Book Program (Youth Literacy), Chicago
- Dramatic-Reading and Writing Workshops, Kent State University
- Writing Workshops, Young Audiences of Northeast Ohio Artist Program, Grades K–12
- Marketing & Promotion Workshop, Northern Ohio SCBWI Annual Conference, Cleveland
- Guest Speaker, American Greetings Corporate HQ Toastmasters Club, Cleveland
- Panelist, African American Literary Media Group Conference, Reno
- Featured Author, Next Vision Foundation Black History Reading Series, Detroit
- Guest Author, Tavis Smiley Show, National Public Radio

OTHER EXPERIENCE

- Substitute Teacher, K–12 — Shaker Heights, Cleveland Heights, East Cleveland
- Website & Print Publication Designer — Advanced in Adobe & Microsoft Creative/Office suites; proficient in Arbortext Editor

EDUCATION

- B.S. in Education (K–8, Drama Concentration), Cleveland State University — *cum laude*, 1995
- Education Major (Speech Concentration; Dean's List), City College of New York
- Acting Major, Department of Theatre Arts, Ithaca College
- Hathaway Brown School, Alumna
- Pi Lambda Theta, Honor Society in Education