



Pauleanna Reid

Founder | Ghostwriter | Advisor | Mentor

2023 Media Kit

The Brand

Pauleanna Reid is a celebrity ghostwriter who helps high-profile leaders and doers turn their personal stories into powerful brand assets. As a result of years of experience building brands, and serving as a communications advisor across various industries, authority figures continue to trust Pauleanna with their legacies. Leveraging these achievements, she founded [WritersBlok](#), a full-service ghostwriting agency, composed of a team of content ninjas responsible for some of the most talked-about pop culture moments, books, and noteworthy speeches. With features in [Hello7](#), [Shondaland](#), [ByBlacks](#), [Essence](#), [Black Enterprise](#), and former leadership partnerships alongside [WealthSimple](#), [Google](#), [LinkedIn](#), and more, Pauleanna's ability to manage high stakes crises, and her mastery of impossible deadlines are exactly the traits that today's tastemakers find so remarkably appealing.

Recognized as a top performer, Pauleanna's 10 years of corporate experience, paired with her entrepreneurial expertise enables her ability to conduct high ethics and excellent problem-solving skills. Her love for helping others succeed and take on new challenges is only amplified in the exciting learning environments she creates and the fun, positive attitude she approaches each project she invests in. At WritersBlok, Pauleanna leads a brilliant collective of all-women creatives who are the best in the business. The clients she takes on are aligned with her values – passionate and mission-driven – so when they want to speak up and shake the room, Pauleanna is the one they call.

Using her storied career and personal experiences as a catalyst, Pauleanna is a highly sought-after speaker and media personality. Often mixing context with humor, she is regularly booked to speak on topics related to storytelling, entrepreneurship, mentorship, and mental health. With a firm belief that personal fulfillment and professional success can co-exist, Pauleanna is no stranger to the public stage where she candidly shares her best practices and biggest mistakes with her thousands of devoted followers.

As a purpose-driven leader, she is passionate about helping people see beyond the limits of their circumstances; her first love as a journalist proves that there's always more than what meets the eye. As a senior contributor at ForbesWomen, and freelance reporter at Business Insider, Pauleanna lends her talents to reporting on female leaders who are shaping the future. She is dedicated to amplifying Black voices and unsung heroes; those whose stories of triumph aren't often seen in mainstream headlines.

If she isn't holding a pen, or fostering next-generation leaders, Pauleanna is re-imagining a new world, and crafting an exciting one of her own. In recent years, she has pursued her love for volunteerism in Wollongong, Australia, and Ghana, West Africa. In addition to extending her community outreach and mentorship beyond borders, her passion and devotion to higher learning is one she continues to hold dear. Pauleanna holds a certificate in Women's Leadership from Yale School of Management - Executive Education, and most recently joined George Brown College as an Adjunct Professor, where she teaches Professional Communications.

Not only does she illustrate versatility, but she proves that the secret to her success lies in her ability to give more than what she takes from the world. She understands the importance of tuning out those who try to box you in, in order blaze your own trail and write your own story from an authentic place.



The Woman

I help people see beyond the limits of their circumstances.
Everything I do is merely a vessel to help others find their light.

The road to success has been anything but smooth. I have always loved writing. As a child, it was a way to escape and express myself. But I wasn't a great student. I didn't learn like my classmates, and I fell behind in school, failing math, science, and English. So, when I said I wanted to be a writer, the adults around me said to be more "realistic." I ended up in a college program that didn't fulfill me, and I sunk into a deep depression and had crippling anxiety that nearly cost me my life. On the day of my last college exam, I tore up the paper and walked out. In my early twenties, a time when most people were flourishing and discovering their vision, I was a depressed college drop out with a spotty high school transcript, an unhealthy amount of self-doubt and fear, and the heavy burden of other people's expectations and limitations.

The first and most important thing I did to overcome those challenges was to raise my hand and ask for help. I sought therapy to support my mental wellness, and found mentors who saw my potential and invested in my growth. And while I never went back to school, I turned my whole life into a classroom designed just for me - this is the catalyst that birthed the work I am so passionate about.

I'm a woman who has fought for her dreams and won. However, the "it" factor that resonates across every part of my brand is the heart I bring to everything I do. I am genuinely invested in other people's success, and I will always go above and beyond to help them achieve it.



The Storyteller

Founder and CEO at WritersBlok



The company is a full-service celebrity ghostwriting agency, where I lead a team of brilliant writers of color. As a collective, we help industry leaders and doers who are shaping the future turn their personal stories into brand assets. We support them to stay relevant in a noisy world, communicate to their audience at scale, and turn those conversations into leads.

I have a profound understanding of culture, diversity and current topics, with a verifiable track record in managing teams and key writing projects from inception to execution. With 10+ years of experience, I am a trusted leader, effective communicator, and expert writer with the ability to capture, dissect, and transform material into profound tone-sensitive messages.



Topics of Interest: Leadership, Professional/Personal Development, Female Empowerment, Mental Health, Peak Performance, Survival, Personal Branding, Pop Culture/Celebrity News



Areas of skill: Creative Consulting, Blogging, Speech Writing, Book Proposals, Manuscripts, Op-Eds, Biography Writing, Interviews, News Reports



Past clients: The Walt Disney Company, TikTok, Peloton, Black Women's Health Imperative, Essence Festival of Culture, BET Networks, HitCo Entertainment, Creative Artist Agency

Public Speaker

No stranger to the public stage, I have been motivating millennial audiences for 10+ years. I continue facilitating their advancement by helping them prioritize their lives and execute personal growth and leadership skills. I welcome the opportunity to join forces and collaborate with corporations, brands, organizations and schools that are looking to empower these demographics.



Topics of Interest: Mindset & Mental Health, Entrepreneurship & Innovation, Storytelling with Impact



Past Clients: Google, LinkedIn, University of Toronto, Toronto Metropolitan University, York University, George Brown College, Barnard College, WealthSimple, Tangerine, Black Women Talk Tech, United States Black Chambers Incorporated, and more



Type of Presentations: Keynotes, Live Talks, TV Spots, Panels, Workshops, Virtual Learning

The Storyteller

Author

Everything I Couldn't Tell My Mother

It is a coming-of-age story for any woman who has ever questioned her sexual maturity and readiness, stayed silent at a time when she should have spoken up or accepted treatment that was less than what she deserved.

Aaliyah Panarese is the teenage daughter of successful, overprotective parents who want the best for her but rarely consider her hopes and dreams. Under the matriarchal rules of her abusive mother, Aaliyah is expected to, without question, follow in her footsteps and attend law school after she graduates from high school. Frustrated and too cowardly to express her dreams of becoming a writer, she escapes life's harsh realities by journaling heartfelt letters to her mother inside a diary, hoping that one day they will be the keys to rebuilding trust and strengthening the emotional connection that is lacking between them.

In a desperate attempt to find her voice, and feel accepted and loved, she befriends Stacy, Tonja and Manny—the most rebellious girls at her school. Aaliyah follows the crowd, breaks her parents' rules and is quickly thrown into a battlefield marked with peer pressure, self-loathing, sexual discovery and broken friendships. Her journey takes dramatic twists and turns while delivering a cautionary tale that is grounded in the reality of what it is to be a teenager in today's instant-access generation.

Available for:



CURRICULUM-BASED LEARNING

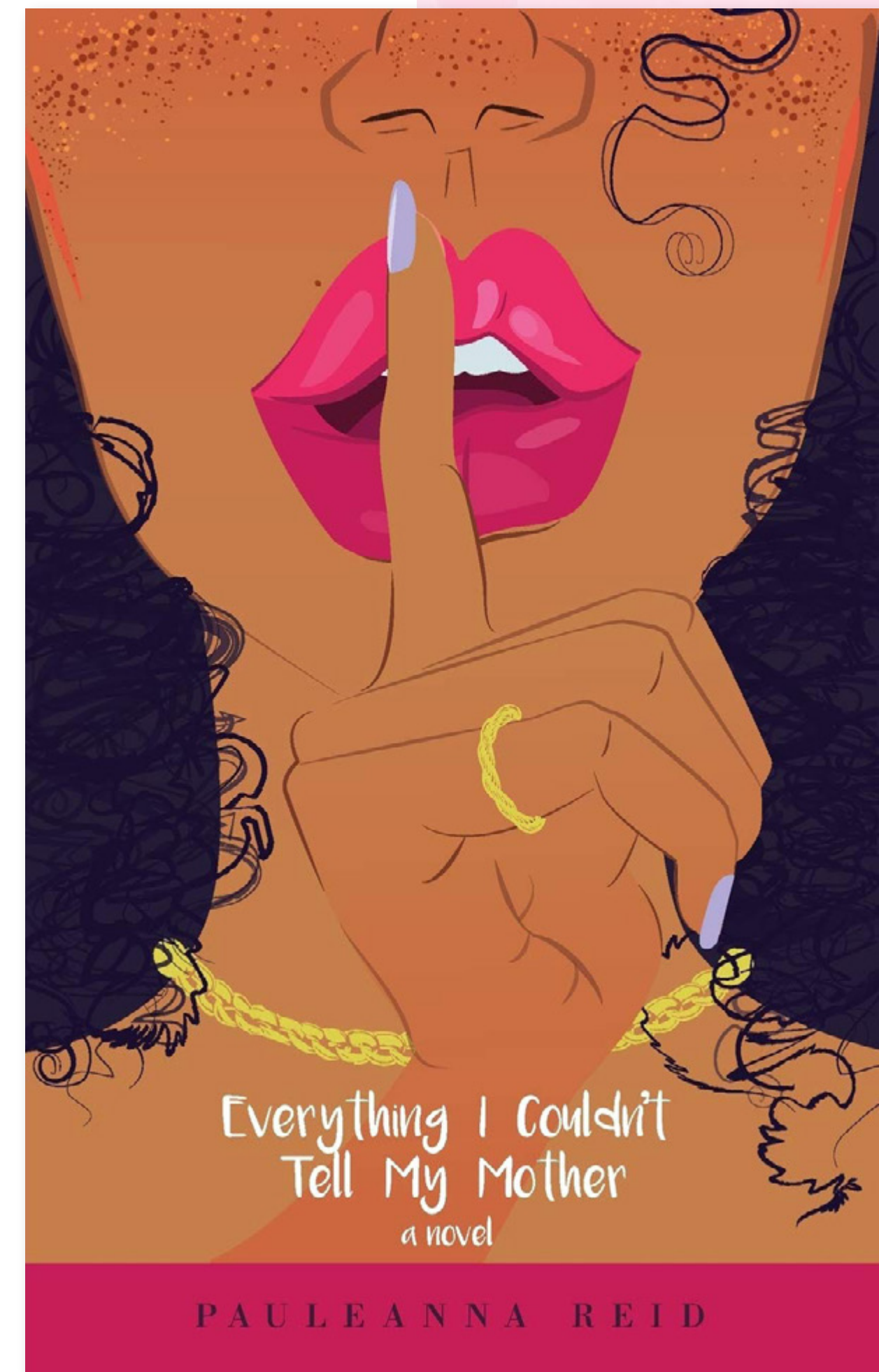


BOOK CLUB DISCUSSIONS

[Barnes & Noble](#)

[Waterstones](#)

[Amazon](#)



The Storyteller

Content Creator

People ask Pauleanna fairly often how she's cultivated a captive audience of supporters and a steady flow of life-changing opportunities, to which she responds: "Women who are changing the world are those who communicate their stories with mastery."



How to Make Difficult Choices

📊 11,543 accounts reached 👁️ 12,372 views
❤️ 667 Likes 💬 138 Comments
📄 159 Shares 📌 118 Saves



Who Are You When No One Is Watching

📊 12,351 accounts reached 👁️ 14,140 views
❤️ 1302 Likes 💬 213 Comments
📄 136 Shares 📌 149 Saves



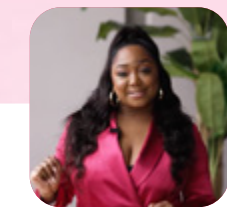
How to Build Mental Toughness

📊 21,598 accounts reached 👁️ 9158 views
❤️ 1340 Likes 💬 157 Comments
📄 378 Shares 📌 298 Saves



How I Gained The Respect of a Billionaire

📊 16,947 accounts reached 👁️ 6756 views
❤️ 905 Likes 💬 166 Comments
📄 247 Shares 📌 170 Saves



Why It's Ok To Be Selfish In Business

📊 15,541 accounts reached 👁️ 5549 views
❤️ 723 Likes 💬 111 Comments
📄 177 Shares 📌 138 Saves

gaylemyersmd Profound—and so true! 🔥 I love, "When your values are clear, your decisions are easy." That's bookmarked. Thank you! 🙏🌟❤️

bnixphotography I'm always amazed with your profound points of view. As an entrepreneur I'm constantly asking myself questions now more than ever. Your videos remind me that I'm not alone but I'm also worth the push to get better every day and own what I may be avoiding.❤️

1masontaylor You are so important to the culture!❤️

flawsofcouture PAULEANNAAAAAAAAAAAAAAAAAAAAAA FKN REID. 🙏🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥❤️

_nicolepayne I love when you share your experiences! There isn't a single post that I've seen from you where I didn't learn something! Thank you! 🙏❤️

balm.fm cant remember the last time i sat through an IG video that was this long, much less stayed engaged. thank you for this 🧡❤️

makishanoel Pauleanna I am LOVING this content, you hear me??❤️

bereolaesque Ery bit of that talk! And I know you practice in the mirror cause those hand gestures are very well organized! Glow girl! 🙏❤️

lynnmerantus Absolutely worth every second I just spent watching this...So good Pauleanna 🙏❤️

cielojsolis Wow @pauleannareid you honestly spoke to my core. Thank you. That's I exactly how I feel most of the days 😭. The struggle is real and I think that as entrepreneurs we just thrive to be the best version of ourselves every day. We are not perfect. Far from it but having my values and integrity clear definitely makes the process easier. Thank you for the beautiful reminder 🧡❤️

themanuscriptqueen Absolutely! Thank you for this powerful reminder that integrity and character are foundational principles we all should operate within today.❤️

thejanielleabraham "Who are you when no one's watching?" 🙏 A class act. This is what integrity is all about. Thank you for this lesson Pauleanna.❤️

workthemagicwithin I really love this format, Pauleanna. Thanks for taking the time to record these videos. Your presence and authority really makes one stop scrolling, sit down, and listen—until the end. I aspire to someday feel the same drive as you have to crush all your goals. You're a true inspiration.❤️

chasingdenisse It's the way you move just as gracefully and powerfully as you speak for me 🧡❤️

Stats listed as of January 2023

The Media Darling

As seen on:

Google

LinkedIn

shondaland

Global NEWS

ESSENCE

FLARE

HELLC/7

bumble

BLACK ENTERPRISE

GLAMOUR

VOGUE

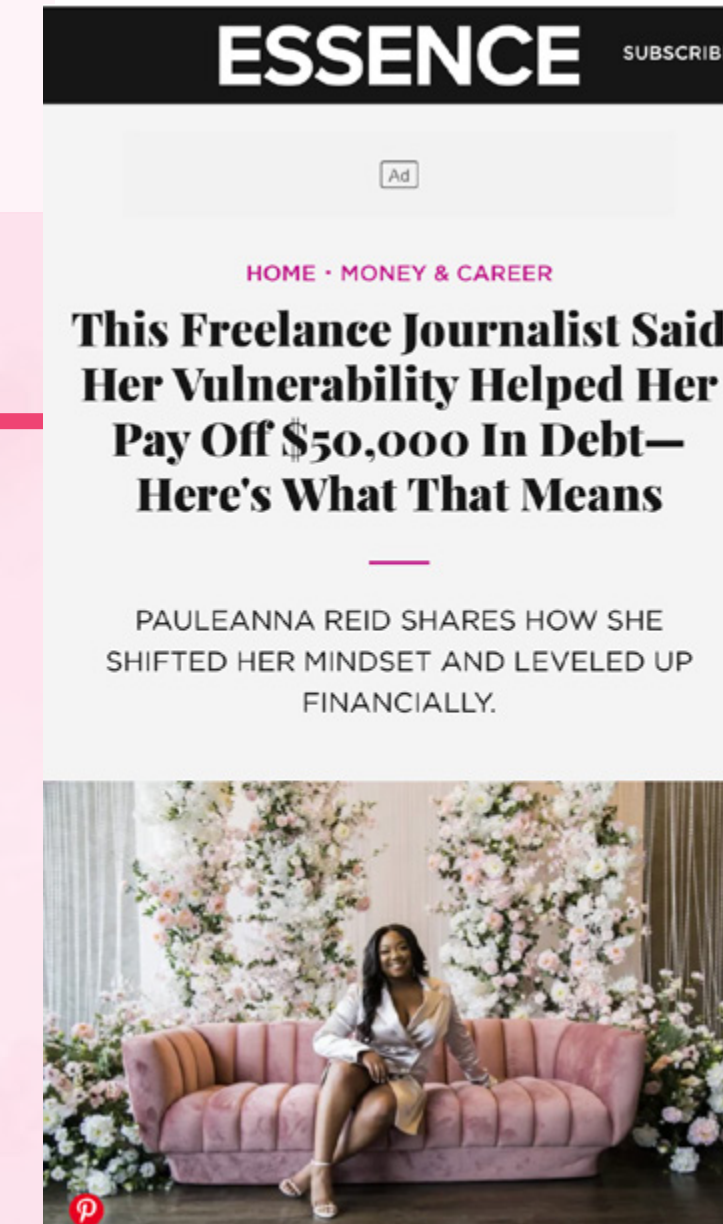
Cityline

CBC

Forbes

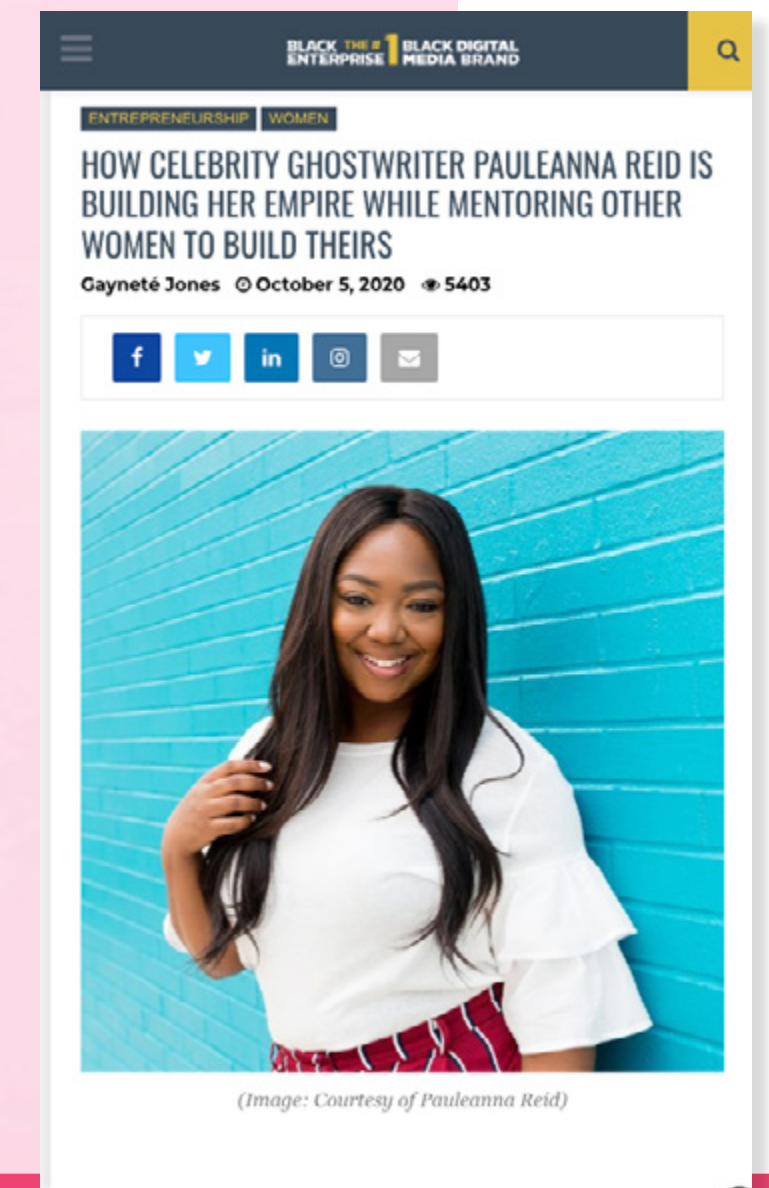
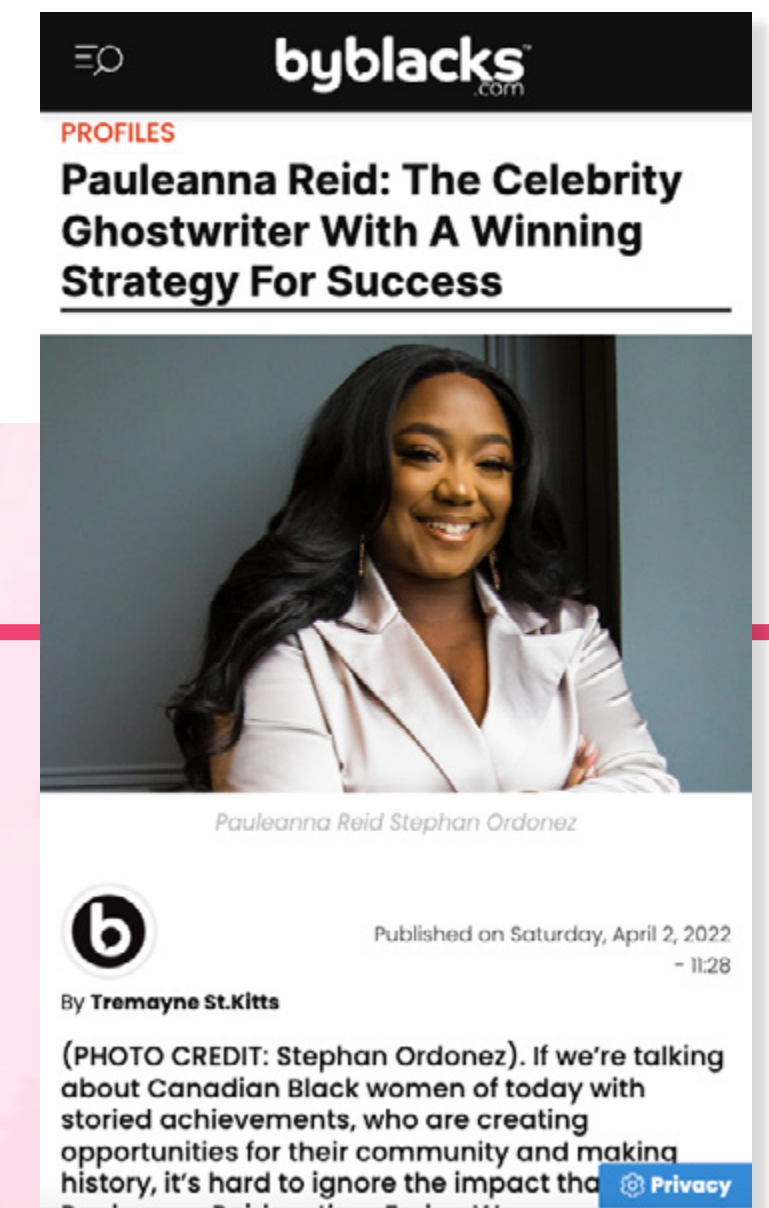
byblacks

Wealthsimple



FINANCE FOR HUMANS

How I Got Out of (a Lot) of Credit-Card Debt



The Mentor

I think empowering women is important and it's a huge part of my brand. Many of us often need to be reminded that we don't need to play it small or safe to make other people comfortable. But I think that "women's empowerment" can sometimes be misunderstood because it's been watered down by this idea that it's all about brunches and cute initiatives. Real women's empowerment looks like mentors giving women practical advice to help them grow in their careers. It looks like sponsors making introductions, giving referrals, and creating opportunities for the women they support. It looks like companies creating programs and spaces to help the women who work for them thrive. Empowerment isn't just about making women feel good. It has to give them real power to create success stories for themselves.

200+
MENTEES

11
COUNTRIES

PILLARS OF IMPACT



Goal Setting



Resources for Success



Emotional Support

8.6

THE NGOTB AVERAGE OVERALL SATISFACTION SCORE

Mentees were asked to rate their overall satisfaction with the NGOTB mentorship program on a scale of 1-10. This includes program price, communication, goal setting, resources, and emotional support.

8.4

THE AVERAGE SCORE

for the program's helpfulness when reaching goals.



Having experienced the value of mentorship firsthand, I believe that mentoring others is the greatest contribution I can make to the world. I founded New Girl on the Block to empower other young women to live their dreams and defy every limit that has ever been imposed on them. As a mentor and sponsor, I realize that my success and the success of my mentorship program is directly tied to the growth and development of the next generation of leaders. This drives me to continuously seek out new ways to empower and equip my mentees to reach their full potential and create a legacy that leaves a positive mark on the world.

Check out our [website](#).

Trusted By The Community

I'm a sharp business woman, and I operate for success, but the "it" factor that resonates across every part of my brand is the heart I bring to everything I do. I am genuinely invested in other people's success and I will always go above and beyond in whatever I do to help them achieve it.

Pauleanna is one of the most brilliantly gifted writers I've encountered! When building my Mentorship brand a few years ago, our paths connected and she's been instrumental in creating copy for marketing collateral materials including web content, bio's, one-sheets, proposal decks etc and Pauleanna quickly became my go to copy editor who reviews all of my speeches. I have never met anyone who captures my heart, voice, tone and spirit so perfectly. Pauleanna is detailed, a thorough researcher, consummate professional who adds tremendous value, meets deadlines and always delivers par excellent work. - Ivy McGregor, The IVY Inc.

Pauleanna is a magnetic and insightful speaker. Sitting on a content marketing panel in my social media class at Ryerson University, Pauleanna fielded each and every question with poise and humility. Drawing on relevant examples from her storied career, she provided context (and humour) to the best practices she generously shared with eager students. Following the panel, Pauleanna was surrounded by a throng of young fans, no doubt inspired by the immense value that was delivered in such a remarkably short period of time. - Hamza Khan, Lecturer, RTA School of Media, Ryerson University

I had the pleasure of working with Pauleanna for a women's empowerment event in Detroit, MI. As a moderator, she is engaging, yet packs the punch when it comes to crafted content. Her questions provoked a higher level of thinking for our audience, positively impacting our overall programming. Her performance is at an elite level and embodies a level of excellence unmatched. -Meagan Ward, CEO, Femology

Pauleanna is hard-working and highly committed to her craft. She demonstrates initiative, intelligence, and creativity. She is always willing to help someone out in the time of need which speaks to her ability to function as a productive member of a team and to project an open, friendly persona to others regardless of their level of expertise. She is a great direct communicator and knows how to raise and discuss common issues and problems in a processual manner. She is the type of individual that you can count on and trust and those traits are exceptional and speak to her character. -Rakia Reynolds, Founder, Skai Blue Media

As a guest of the Communication Studies Students' Association at York University for the PR & Social Media panel has been more than wonderful. She was able to connect and motivate our students. She took the time to meet and personally answer the students' questions. I can definitely say that she inspired our Communication's students with her accomplishments and her professionalism. - Andr anne McKay-Denis, President, Communications Studies Students Association, York University

I've had the pleasure of working with Pauleanna and her team on several projects. I am detail oriented and very meticulous as it relates to how my brand is communicated. Pauleanna and her team blew me away upon delivery. I felt seen and understood as a project management professional, community organizer, & speaker. Articulating who I am, how I see my brand, & the impact that is important to me is one thing, but for Pauleanna and her team to really listen, process, & deliver a polished, cohesive version that can clearly be articulated is a skill that is unmatched. I am truly grateful. - Asya Watkins, Founder, Women of Project Management

HIRE PAULEANNA REID AS A:

Keynote speaker or panelist

TO LEAD THE FOLLOWING CONVERSATIONS:

CEO MENTAL HEALTH IS AN ISSUE

The shocking truth about the state of our plate

MENTORING THE NEXT GENERATION

What I've learned from mentoring
200+ women in 11 countries

YOUR FIRST MILLION

How to leverage storytelling to build
trust and influence

HOW TO PITCH TO THE MEDIA

Strategically craft your story and send a
pitch that lands

2023 SPEAKING REEL

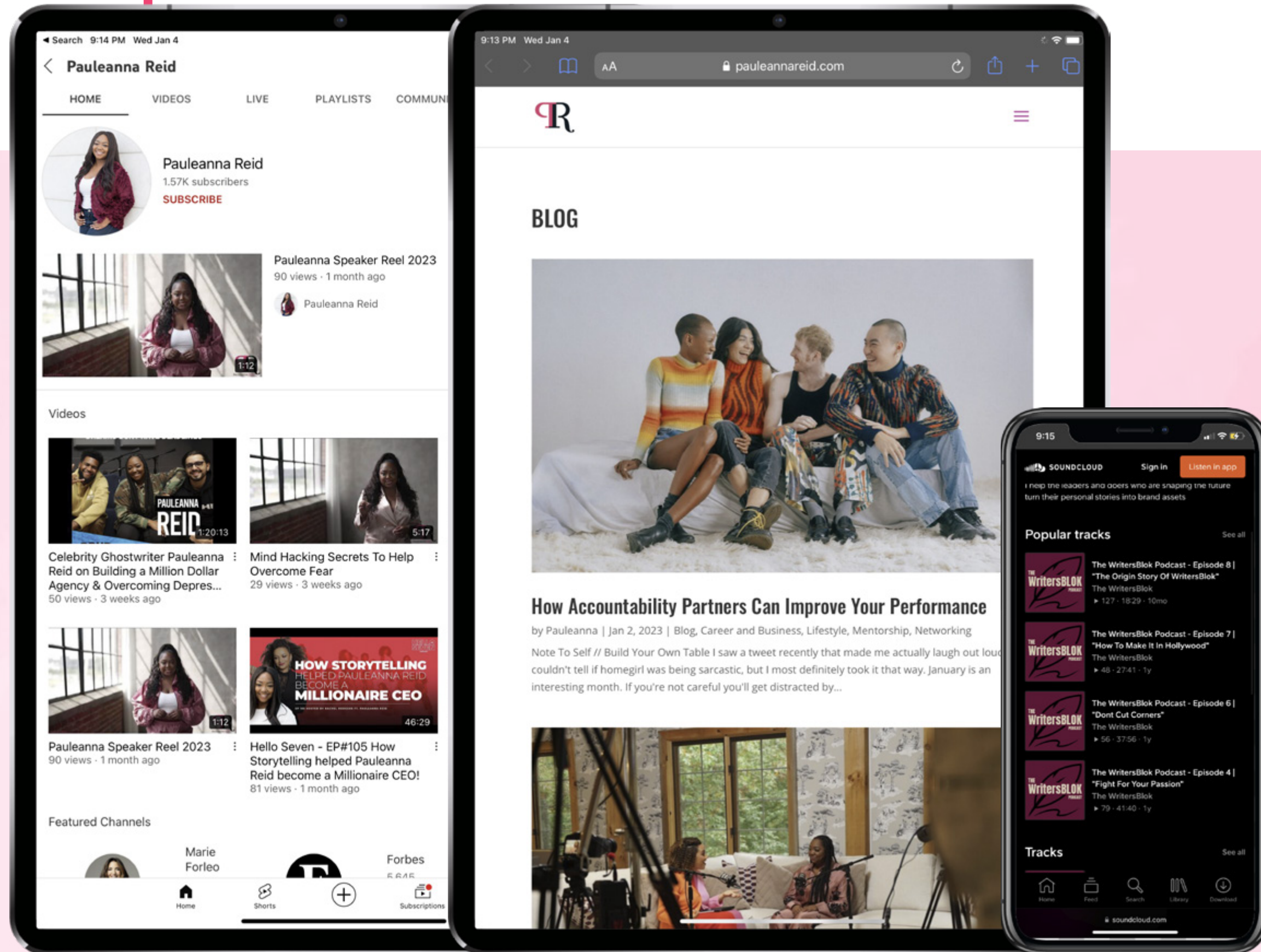
Take A Look

I am purpose-driven and relentless.

Click to watch!




Social Media Stats



 **33.7k** Instagram Followers


1.5k+
Youtube


9.1k+
Twitter


7k+
LinkedIn


3k+
Email Subscribers

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