

# Sandra Yeyati

Naples, Florida ▪ (239) 398-7631 ▪ SandraYeyati@gmail.com

## ■ Experience

### **Marketing Director | Whitehall Printing Company (Naples, FL) 2000-2019**

My responsibilities included copywriting for the company's website, direct mail campaigns, advertising and collateral materials; as well as international sales and management of major Spanish-language accounts.

### **Managing Editor | Collage Books (Naples, FL) 2008-2019**

This was a small publisher for which I developed and managed author contracts, marketing plans, press releases and events. I also edited books—both fiction and non-fiction—and assisted in book design.

### **Independent Writer | Editor 1996-present**

I've published 70 feature articles for *Natural Awakenings*, *Beyond the Gates* and *Concierge's Image* magazines; edited fiction and non-fiction; devised and executed blog editorial; and offered technical and marketing content to business clients. For two years, I taught writing at the FGCU Renaissance Center.

### **Marketing Communications Manager | MeriStar Hotels & Resorts (Ft. Myers, FL) 1999-2000**

As the sole copywriter for more than 250 hotels and resorts nationwide, I created dynamic content for ads, websites, brochures, advertorials, radio spots, newsletters and direct mail campaigns. I was also managing editor of the award-winning resort magazine, *Shorelines*.

### **Operations Manager | Issues and Answers (Naples, FL) 1996-1998**

This was a market research branch office specializing in telephone surveys and focus groups. I managed all operations and hired, trained and supervised 50 employees.

### **Associate Litigation Attorney 1990-1995**

- Roetzel & Andress, Naples, FL, 1994-1995
- Thornton, David & Murray, Miami, FL, 1990-1994

## ■ Education

**Cornell Law School, *Juris Doctor*, 1990**

**University of Cambridge, *Lent Term Program (Literature)*, highest marks, 1986**

**Florida International University, *Bachelor of Arts in English, summa cum laude*, 1986**

## ■ Other Ventures

### **Fine Art Photographer | Graphic Artist 2005-present**

My composite photography has garnered the following achievements: *Decay is Beautiful* solo gallery show (2014), *City of Palms* group show (2017), *Camera USA* finalist (2014 and 2016), and featured artist in *Gulfshore Life* magazine (2014). I also design, manufacture and sell wearable art pins in my online store with more than 80 graphic designs.

### **Professional Associations; Language and Computer Skills**

- Florida Bar, member in good standing since 1990
- Naples Press Club, President, 2008-2010
- Fluent in Spanish and proficient in Word, Excel, and Adobe Photoshop, InDesign, and Acrobat
- Proficient in social media best practices, including Facebook, Instagram, LinkedIn, Pinterest and Twitter

## ■ References available upon request