

# Sandra Yeyati

Naples, Florida | 239-398-7631 | [SandraYeyati@gmail.com](mailto:SandraYeyati@gmail.com) | [SandraYeyati.com](http://SandraYeyati.com)

## Experience

- **Professional Writer and Editor | 1996-present**

I have authored feature articles for *Natural Awakenings*, a national magazine, as well as regional publications including *Florida Weekly*, *Beyond the Gates* and *Concierge's Image*. I offer copywriting, editing, social media content and technical writing to individuals and business clients. For two years, I taught writing at the Florida Gulf Coast University Renaissance Center.

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

I wrote, designed and managed the company's website, direct mail campaigns, advertising and collateral materials; and also served as lead sales executive for major Spanish-language accounts.

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

I developed and managed author contracts, marketing plans, press releases and events. I also edited fiction and nonfiction manuscripts and assisted in book design.

- **Marketing Communications Manager | MeriStar Hotels & Resorts | Fort 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 also served as managing editor of the award-winning resort magazine, *Shorelines*.

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

Among my duties was the hiring, training and supervision of 50 market research 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 in 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**

- *City of Palms* group show | Sidney & Berne Davis Art Center | Fort Myers, FL | 2017
- *Decay is Beautiful* solo show | Arts for ACT Gallery | Fort Myers, FL | 2014
- *Camera USA* finalist | Von Liebig Art Center | Naples, FL | 2014 and 2016
- Featured artist in *Gulfshore Life* magazine | 2014
- I design and manufacture wearable art pins, with more than 80 innovative graphic layouts.

- **Professional Associations, Language Proficiency and Computer Skills**

- Florida Bar, member in good standing since 1990
- Naples Press Club President | 2008-2010
- Fluent in Spanish
- Proficient in Word, Excel, Pages, Numbers, Photoshop, InDesign and Acrobat
- Experienced in Facebook, Instagram, LinkedIn, Pinterest, Twitter, ETSY and Shopify

*References and writing samples available upon request*