
SHEILA MULLANE ESTRADA •• EDITORIAL & CREATIVE SERVICES

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HIGHLIGHTS:

- Award-winning professional providing creative services for international, national, state and local clients: writing, editing, graphic design, web development and photography.
- Highly proficient in Adobe Creative Cloud software: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, etc., in a Macintosh environment. Expert in project management and prepress processes.
- Develop effective branding, marketing, and Internet strategies for clients; efforts on behalf of the Hepatitis Foundation International invigorated the foundation's outreach and resulted in new federal funding.
- Successfully write and place articles covering local/state/national government affairs, natural resources, environment, business, real estate, finance, law, investment strategies, technology, education, social services, health, entertainment and equestrian sports.
- Achieve statewide and national attention for clients, including advocating/lobbying for the Southern Poverty Law Center in its effort to expose and correct the abuse of incarcerated juveniles in Florida.

SPECIFIC AREAS OF EXPERTISE:

CREATIVE SERVICES — Provide editorial, graphic design, print production and Internet website authoring/design/management for local, state, national and international clients.

PUBLISHING — As editor of a weekly financial newspaper, *MoneyMatters (Orange, CT)*, was responsible for editorial content/graphic design for a publication providing timely financial and real estate market information.

FINANCIAL ANALYSIS — Write/design in-depth analytical reports on resource sector, small cap, high tech, and emerging public companies for *The Bull and Bear Financial Report (Orlando, FL / Toronto, Canada)*.

JOURNALISM — Write/edit/place articles in *The Tampa Bay Times*, formerly *The St. Petersburg Times/ Evening Independent (St. Petersburg, FL)*, where previously was a full time enterprise writer responsible for award-winning hard news and features involving government, business, social issues and education.

PUBLIC RELATIONS/MARKETING — Develop public relations, communications, marketing and Internet solutions that feature compelling messages, innovative strategies, and effective communications delivery systems for regional, national and international foundations, corporations and public/private institutions.

EQUESTRIAN SPORTS — Operated equestrian business, Foxcroft Farm & Saddlery, specializing in training "A" level show hunter/jumper and dressage riders and their horses. Clients were consistent winners in the show ring.

CLIENTS / PROJECTS:

Current and past clients/projects include Lumos Foundation, Southern Poverty Law Center, Save the Children, Hepatitis Foundation International, Annie E. Casey Foundation, Casey Family Services, Springfield College, *Tampa Bay Times/St. Petersburg Times, Bull & Bear Financial Report*, and *The Monetary Digest*.

EDUCATION:

University of Massachusetts, Amherst, Mass.
Bachelor of Arts: History/ Historical Writing

University of Massachusetts Graduate School, Amherst, Mass.
New England Newspaper Fellowship Program

PROFESSIONAL AWARDS/RECOGNITIONS:

- The National Newspaper Association: National Award, Community Service Investigative Series
 - Florida Society of Newspaper Editors: State Award, Public Service Investigative Series
 - FTP-NEA Florida: *Award of Excellence*
 - NYNEX BISC: *Excellence in Marketing Award.*
 - The McKinley Group: Magellan 3-Star Web Site
 - StockHouse Online Journal: StockHouse Best Web Site Award
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