



SUZANNE WENTLEY

JOURNALIST
MARKETING CONSULTANT
YOGA TEACHER
MASTER CAPTAIN
REIKI MASTER

GOALS

TO CREATE, INSPIRE, SERVE, LEARN
AND EXPLORE

CONTACT

SUZANNEWENTLEY@YAHOO.COM
WWW.THELOVELIGHTPROJECT.COM

EXPERIENCE: JOURNALISM

CONTRIBUTING EDITOR

HOBE SOUND/JUPITER INLET MAGAZINE | 6.07 - PRESENT

- Top editor for community-based direct mail magazines
- Create and implement annual editorial calendar
- Assign stories, edit and provide feedback to writers
- Regularly contribute feature articles

FREELANCE WRITER

VARIOUS PUBLICATIONS | 5.99 - PRESENT

- Deadline-oriented, clear writing and dependable reporting
- Published in: Caribbean Compass, Bluewater Sailing, Cruising World, Dine Magazine, Stuart (Fla.) Magazine, Village Voice, blogs for Groupon, Hertz and Dollar Rent-A-Car, among others

STAFF WRITER

SCRIPPS TREASURE COAST NEWSPAPERS | 1.00 - 2.07

- Covered the South Florida environment, politics, courts, local government and development trends for one of nation's fastest growing regions
- Cultivate sources and research data for breaking news and feature packages
- Accurate and engaging writing style
- Wrote and voiced radio reports for local NPR stations
- Collaborated with photographers and designers to create visuals-based packages for the Internet and print

AWARDS: JOURNALISM

2015 CHARLIE AWARD: BEST FEATURE (50K+ CIRCULATION)
FLORIDA MAGAZINE ASSOCIATION

2015 BEST SERVICE FEATURE (50K+ CIRCULATION), *SILVER*
FLORIDA MAGAZINE ASSOCIATION

2006 LUCY MORGAN AWARD FOR IN-DEPTH REPORTING, *3RD PLACE*
FLORIDA PRESS CLUB

2006 WALDO PROFFITT AWARD FOR EXCELLENCE IN
ENVIRONMENTAL JOURNALISM, *HONORABLE MENTION*
UNIVERSITY OF SOUTH FLORIDA'S ZIMMERMAN SCHOOL OF
ADVERTISING & MASS COMMUNICATIONS

2006 BEAT REPORTING (ENVIRONMENT), *1ST PLACE*
FLORIDA SOCIETY OF NEWSPAPER EDITORS

2005 EXCELLENCE IN ENVIRONMENTAL REPORTING, *1ST PLACE*
FLORIDA PRESS CLUB

2005 BEAT REPORTING (ENVIRONMENT), *3RD PLACE*
FLORIDA SOCIETY OF NEWSPAPER EDITORS

2005 EXCELLENCE IN ENVIRONMENTAL REPORTING, *3RD PLACE*
SOCIETY OF PROFESSIONAL JOURNALISTS, SUNSHINE STATE

2004 BEAT REPORTING (ENVIRONMENT), *HONORABLE MENTION*
FLORIDA SOCIETY OF NEWSPAPER EDITORS



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AWARDS: MARKETING

2015 WOMAN OF DISTINCTION, *NOMINEE*
SOROPTIMISTS OF STUART, FL

2012 WOMAN OF DISTINCTION, *NOMINEE*
SOROPTIMISTS OF STUART, FL

2011 MARKETING & COMMUNICATIONS
AWARD FOR OVERALL MARKETING STRATEGY,
BRONZE
BOYS & GIRLS CLUBS OF AMERICA

2010 MARKETING & COMMUNICATIONS
AWARD FOR MEDIA RELATIONS, *GOLD*
BOYS & GIRLS CLUBS OF AMERICA

2009 MARKETING & COMMUNICATIONS
AWARD FOR MEDIA RELATIONS, *SILVER*
BOYS & GIRLS CLUBS OF AMERICA

2008 MARKETING & COMMUNICATIONS
AWARD FOR MEDIA RELATIONS, *SILVER*
BOYS & GIRLS CLUBS OF AMERICA

EXPERIENCE: MARKETING CONSULTATION

CONSULTANT ON RETAINER

PAT WILLIAMS PUBLIC RELATIONS, FL | 1.16 - 8.17

- Offered strategy and copywriting for boutique agency specializing in breakthrough campaigns for entrepreneurs, professional firms and mid-sized non-profits
- TED-Talk presentations, event planning, marketing strategy
- Creative thinking, Word Press and Go Daddy site development

CONSULTANT ON RETAINER

UPSTAIRS COMMUNICATIONS, FL | 1.17 - 8.17

- Provided behind-the-scenes creative consultation
- Execution of thoughtful and effective marketing plans for small businesses, dynamic individuals and governments

COMMUNICATIONS DIRECTOR

CHILDREN'S SERVICES COUNCIL OF MARTIN CO. | 11.11 - 7.15

- Oversaw successful voter approval (77%) of first referendum in 26 years to preserve \$9 million in funding
- Strategized, oversaw and implemented all marketing and public relations initiatives of local special taxing authority
- Created annual marketing plan within government budgeting process
- Produced annual reports, monthly newsletter, events, advertisements, videos, photography shoots, etc.
- Public speaking to groups in excess of 200 residents
- All media relations
- Strengthened partnerships with 20 Council-funded nonprofits and community civic groups
- Managed P/T Public Education Assistant

MARKETING & ADVERTISING COORDINATOR

ELLIOT PAUL & CO., FL | 3.11 - 10.11

- Rebranded family real estate auction firm with creation of business cards, web site, stationary and all advertisements
- Purchased print, direct mail and digital advertising
- Maintained email lists
- Created informational packets for personal property sales
- Webmaster

COMMUNICATIONS DIRECTOR

BOYS & GIRLS CLUBS OF MARTIN COUNTY, FL | 3.07 - 3.11

- Oversaw all media and community relations
- Wrote agency's first crisis communications plan
- Created and implemented annual marketing plan
- Social media updates
- Wrote and researched all grant applications
- Implemented process for data collection for numerous measurable objectives

SKILLS: MARKETING

- Adobe Creative Suite
- Google Analytics, SEO
- Keynote/PowerPoint
- Constant Contact
- All Social Media Platforms
- Video Editing/ production of PSAs
- Public speaking and networking
- Special event planning
- Press releases and all media work
- Production of photography shoots



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EDUCATION

NEW YORK UNIVERSITY
COLLEGE OF ARTS AND SCIENCES
B.A. IN JOURNALISM AND POLITICS
PHI BETA KAPPA
KAPPA TAU ALPHA

FLORIDA REAL ESTATE SALES
ASSOCIATE, ACTIVE

U.S COAST GUARD MASTER CAPTAIN
50-TON
NEAR COASTAL
TWIC: GOVERNMENT BACKGROUND CHECK

200-HOUR YOGA TEACHER TRAINING
KULA SHALA YOGA, FLA.

30-HOUR SUP YOGA CERTIFICATION
STOKED YOGI, CA.

REIKI SHIHAN (MASTER) LEVEL

EXPERIENCE: YOGA INSTRUCTION

YOGA TEACHER

PRIVATE INSTRUCTION THROUGHOUT CARIBBEAN, CENTRAL AND SOUTH AMERICA | 12.15 - PRESENT

- Individualized teaching of asanas, pranayama and meditation
- Teaching in Spanish or English
- Private lessons, small groups and large classes up to 20

YOGA TEACHER

CLASS INSTRUCTION IN FLORIDA, USA | 12.13 - 12.15

- Varied styles taught at studios, gyms, private residences, pre-schools and assisted living facilities, up to 50 students
- Class focus included: Vinyasa, intermediate, gentle, restorative, hot, yin, stand-up paddleboard yoga, beginner's classes, chair yoga, senior yoga and kid yoga

EXPERIENCE: MASTER CAPTAIN/CHEF/CREW

CAPTAIN

S/V OCEAN DREAMER | 5.17 -8.17

- Responsible for all sailing and safety for up to 8 day charter guests on 47-ft. sloop in the U.S. Virgin Islands

FIRST MATE/CHEF

S/V TORTUGA | 5.15 -1/17

- Cooked gourmet vegetarian meals in tight galley of 32-ft Down East Yacht
- Oversaw all navigation
- Line handling
- Watch keeping
- Upkeep and cleanliness of quarters

CHEF/FIRST MATE

MOONRISE COTTAGE | 6.16

- Provided white-glove treatment for honeymooners in Abacos, Bahamas
- Creation, provisioning and clean up of 5-course dinner
- Sunset cruise with heavy appetizers and specialty cocktails
- "This was one of the best meals we've ever had."

PERSONAL INTERESTS

- Traveling the world
- Sailing and Hiking
- *Estoy aprendiendo español*
- Live music
- Reading
- Teaching and practicing Yoga
- Vegetarian cooking
- Reiki energy work
- Learning and laughing
- Helping others

PORTFOLIO OF PUBLISHED WORK

PLEASE LOG ON TO WWW.THELOVELIGHTPROJECT.COM AND CLICK ON "SUZANNE'S PORTFOLIO." REFERENCES AVAILABLE.