



# SUZANNE WENTLEY

STRATEGIC WRITER & MARKETING CONSULTANT

YOGA TEACHER, REIKI MASTER, LIFE COACH

## CONTACT INFO & ONLINE PORTFOLIO

www.thelovelightproject.com

thelovelightproject@gmail.com

## EDUCATION

### New York University

College of Arts and Sciences  
B.A. in Journalism and Politics  
*Phi Beta Kappa*  
*Kappa Tau Alpha*

### Yoga Training

200-hour course, Kula Shala  
Yoga, Florida

30-hour Standup Paddleboard  
certification

### Reiki Shihan (Master) level

## SKILLS

- Program creation
- Media relations
- Project management, including special events
- Presentations
- Visioning workshops
- Infrastructure development
- Adobe Creative Suite
- SEO
- Keynote/Powerpoint
- Constant Contact
- Final Cut Pro

## INTERESTS

- Traveling the world
- Teaching yoga
- Sailing (*USCG 50-ton Master Captain, inactive*)
- Creative nonfiction writing
- Playing my ukulele
- Meditation & healthy living

## REFERENCES AVAILABLE

## EXPERIENCE

### Freelance Writer | VARIOUS PUBLICATIONS | 5.99-present

- Clear, engaging, and well-researched writing work submitted under deadline
- Clients include Cruising World, Dine Magazine, Constant Contact, Groupon, Dollar Rent-a-Car and many, many more (*links available on portfolio*)

### Marketing Consultant | VARIOUS PUBLIC RELATIONS FIRMS, BUSINESSES, and NONPROFITS | 1.16-present

- Strategic analysis and consultation services for effective marketing plans, copywriting, and website development for entrepreneurs, firms, and nonprofits
- Grantwriting strategy and programmatic improvement
- Pitch deck creation for startups, event planning, presentation development
- Branding and other creative brainstorming to uplevel impact

### Communications Director | CHILDREN'S SERVICES COUNCIL OF MARTIN COUNTY | 11.11-7.15

- Oversaw successful voter approval (77%) of first referendum in 26 years to preserve \$9 million in funding for children and family programming
- Strategized and implemented all marketing and public relations initiatives, including annual reports, newsletters, events, advertisements, videos, photography shoots, and public speaking to groups in excess of 200
- Managed P/T Public Education Assistant

### Marketing & Advertising Coordinator | ELLIOT PAUL & CO., FL | 3.11-10.11

- Rebranded family real estate auction firm
- Purchased print, direct mail, and digital advertising
- Webmaster

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

- Wrote marketing plans, crisis communications plans, all grant applications
- Implemented new data collection protocols for measurable objectives
- Served as spokesperson for all media and community relations

### Staff Writer | SCRIPPS TREASURE COAST NEWSPAPERS | 1.00-2.07

- Covered South Florida environment, politics, courts, and trends for one of the nation's fastest-growing regions
- Voiced radio reports for local National Public Radio stations
- Collaborated extensively with photographers and designers for online projects

## AWARDS

- 2015 Charlie Award: Best Feature (50K+), Florida Magazine Association
- 2015 Best Service Feature (50K+), Florida Magazine Association
- 2011 Marketing & Communications Overall Strategy, *bronze*, Boys & Girls Clubs
- 2010 Marketing & Communications Overall Strategy, *gold*, BGC of America
- 2009 Marketing & Communications Media Relations, *silver*, BGC of America
- 2008 Marketing & Communications Media Relations, *silver*, BGC of America
- 2006 Lucy Morgan Award for In-Depth Reporting, 3rd Pl., Florida Press Club
- 2006 1st Pl. Beat Reporting (Environment), Florida Society of Newspaper Editors
- 2005 Excellence in Environmental Reporting, 1st Pl., FSNE
- 2005 3rd Pl. Beat Reporting (Environment), FSNE