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**SHEILA MULLANE ESTRADA**

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**HIGHLIGHTS:**

- Award-winning professional providing creative services for international, national, state and local clients: graphic design, writing, editing, 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 branding/marketing print 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 the Southern Poverty Law Center in its effort to expose and correct the abuse of incarcerated juveniles in Florida; SPLC campaign involves advocating/lobbying for new state laws and supporting a court challenge of Polk County's handling of juveniles.

**SPECIFIC AREAS OF EXPERTISE:**

CREATIVE SERVICES — Provide graphic design, editorial, 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 U.S. Silver Corporation, Gold Corp. and Aurizon/Hecla Mining, Southern Poverty Law Center, Save the Children, Hepatitis Foundation International, Annie E. Casey Foundation, Casey Family Services, *Tampa Bay Times/St. Petersburg Times*, *Bull & Bear Financial Report*, *Associated Press*, *Miami Herald*, *Holyoke Daily News*, *Sarasota Tribune*, *The Billboard*, Springfield College.

**EDUCATION:**

University of Massachusetts, Amherst, MA. Major: History; Minor: Journalism

University of Massachusetts Graduate School, Amherst, MA  
*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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