



YUUMA

Sandy Wright

RESUME

Sandy Wright

479-981-0160

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Education

Marquette University, B.A. Sociology, Milwaukee, WI

Marquette University, M.A. Sociology

Graduate, Center for Authentic Leadership 3-year program, Atlanta, GA

Coaching Certification (in process)

Experience

- **1997 to Present Yuuma** yuuma.com
 - Leadership Coaching for Business & Nonprofits
 - Organizational Innovation through Design Thinking
 - Storytelling for Results - Branding & Communications
 - Capacity Building
 - Facilitation
- **2012 to Present Breathing Rare Air**
 - Individual Wellbeing & Life Coach
- **June, 2012 to June 2013 War Eagle Mill** wareaglemill.com
Interim Chief Executive Officer
A historic organic grain production facility and tourism destination with national sales market
 - Rebranded the company and culture
 - Developed new packaging and labels
 - Expanded wholesale and e-commerce
 - Restructured teams and engaged employees
- **July, 2004 to April, 2006 The Communication Arts Institute/Writers' Colony**
Eureka Springs, AR
Chief Executive Officer
 - Grew the organization from start-up to full residencies.
 - Renovated culinary suite with Renovation Style Magazine (9-page magazine spread)
 - Acquired second building and concepted Communication Arts Institute for growth
- **1996 to 1999 The Wright Group** Indiana, Colorado and Arkansas
Vice President/Co-Founder
 - Analysis of technology needs for the entertainment & leisure industry
 - Creative consulting on design for children's environments
 - Television-based youth projects



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Experience

- **1995 to 1996 Consultant** Milwaukee, WI
 - Communications, Public Relations, Marketing, Business Services
- **1994 to 1997 Marquette University** Milwaukee, WI
 - Special Assistant to the President*
 - Established Urban Affairs office, reporting directly to the President
 - Guided urban issues policy for the University
 - Concepted & assisted in establishing the Institute for Urban Life
 - Provided community involvement structure & interactive communications on decisions/plans
 - Served on the Administrative Team
 - Facilitated controversial University/community relations
 - Restructured Public Relations office & function (interim PR Director for six months)
 - Restructured the Governmental Affairs Office (interim Governmental Affairs Director for 4 months)
- **1991 to 1994 Campus Circle Project** Milwaukee, WI
 - Vice President*

Provided leadership for a comprehensive \$100 million urban revitalization project, including project management. This was accomplished without gentrification and connected community to the University and the University to the community.

 - Project Design
 - Supervised property management design & implementation
 - Served as project spokesperson/crisis management
 - Created and implemented community development projects
 - Established key neighborhood and national partnerships
 - Oversaw construction rehab
 - Led in-house team in community and public relations
 - Co-developed the first University-sponsored national Urban Conference
 - Project won an international HUD award, presented in Istanbul, Turkey
- **1989 to 1991 Hintz & Company, Inc.** Milwaukee, WI
 - President & Founder*

Organizational Communications, Marketing & Public Relations firm

 - Specialized in creative marketing approaches, branding, communications and business assessments with major corporate, organizational and non-profit clients
 - Numerous awards for writing, promotions
 - Significant corporate client references
- **1986 to 1989 Hintz & Fitzgerald, Inc.** Milwaukee, WI
 - Partner*
 - Communications, Marketing, Special Project Management
- **1983 to 1986 Hintz & Associates** Milwaukee, WI
 - President & Founder*
 - Communications, Marketing, Special Project Management



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Experience

- **1980 to 1986 Hintz & Associates Literary Agency** Milwaukee, WI
President & Founder
 - Sold authors' works & movie rights as an agent
- **1980 to Present Author**
 - Travel/feature writing for various publications
 - Co-authored articles on social issues
 - Co-authored two children's books
 - Co-authored humor cookbook
 - Restaurant critic for city magazine
 - Newsletters/Materials for companies, organizations, campaigns
 - Marketing materials
- **1979 to 1983 Sacred Heart Fathers and Brothers** Milwaukee, WI
International Communications Director
 - Set up & staffed communications office for international ministry
 - Concepted & established three major publications
 - Wrote the translation of the Catholic Bishops' Peace document for general distribution
 - Covered organization's social justice activities in Mexico and the Mississippi Delta
- **1975 to 1979 Federal Program Director** Milwaukee, WI
University-based federal grants for central city teachers & cultural diversity training
 - Instructor, Benedict Center for Criminal Justice teaching incarcerated women and working for system changes
 - Instructor, Continuing Education course on Goals, Motivation & Self Awareness, Alverno College, Milwaukee, for women in prison.

Additional Skills

- Published author
- Certified Leadership Development Specialist
- International travel & consulting
- Certified by Amherst Writers & Publishers (Pat Schneider) for teaching writing using the "Writing Alone and With Others" Method