



**Do you struggle to  
convey complex ideas  
to general audiences?**

*I can help.*

**Hello there.**

**It's me, Sandra Yin.**

I help nonprofits, NGOs, and international organizations make a bigger difference in the world.

**Here's how:**

- I make dry or academic writing sound less technical.
- I make it easier for your end users to understand the value of what you do.
- I amplify the impact of your work.

*“Sandra dove into the work with enthusiasm and creativity, working to not only fine-tune content for over 20 print- and web-based materials, but also helping us think through design concepts and visuals to highlight key messages, showcase findings, and distill technical material into accessible formats.”*

—Karolina Ramos, Associate  
Data2X, an initiative of the  
United Nations Foundation

# *I help expand your reach through* **writing, editing, and content strategy:**

- **articles**
- **op-eds**
- **speeches**
- **case studies**
- **presentations**
- **talking points**
- **marketing copy**
- **proposals**
- **web content**
- **reports**
- **and more . . .**

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## **A bit of background about me**

In an earlier incarnation, I was a full-time journalist. These days I write and edit for leaders who have neither the time nor the staff to finish all their writing projects. They want to hand off the work to someone else and relax—knowing that urgent deadlines will be met.

What separates my service from other writers is that my journalism background means that I can parachute in, quickly get up to speed on your projects, and deliver exactly what you need in clear, easy-to-understand drafts, while freeing you to focus on other priorities. It also means that my antennae are always out, looking for the most newsworthy way to position your ideas.

## **Want to know more?**

If so, email me at [sandra@sandrayin.com](mailto:sandra@sandrayin.com) so we can set up a get-acquainted call. And visit my website at <https://sandrayin.com>.