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Creative Writer and Visual Artist MAYRA•YADIR [Launches New Website](#) Featuring Inspiration and Insights for Writer-Designers and Independent Creators

After a 30-year span of creatively writing for countless ad copy clients, agency campaigns, and web projects, [creative writer and visual artist Mayra Yadir](#) is now creatively writing for her own self publishing projects.

“I’m thrilled to exercise my creative expressiveness for my varied projects,” explains Mayra Yadir, who’s [helped slews of entrepreneurs, business owners, brands, and agency clients creatively develop and uniquely express their brand voices across audiences since 1991](#).

“After amassing piles of scribbled-upon composition notebooks, writing journals, and sketchbooks throughout recent years; each packed with notes, ideas, doodles, and all kinds of rhymes, I realized it was time to actually do *something* with them. I just wasn’t exactly sure what *that something* was or would be,” shares the writer-designer and now founder of [independent publishing house, Sirenella Press](#). “It took me almost three years, particularly during the many isolating months of the COVID19 pandemic, to decide on self-publishing my eclectic works.”

In addition to showcasing her titles and projects-in-progress, Mayra Yadir’s new website — [mayrayadir.com](#) — includes inspirational content and practical insights for other writer-designers seeking to expand their creative expressiveness skills. “Much of what I share in terms of advice, real world examples, and practical approaches, I picked up through first-hand career and life experiences. My formal academic backgrounds in image psychology and editorial arts have also been tremendous sources of influence as well.”

An aspiring author, the writer-designer posts about her own author journey (“[Kicking Off EXUDE](#)”), shares poignant stories (like “[Remembering Juanita](#)”), and places a strong emphasis on topics relating to human creativity. “A significant part of mentoring and teaching is also the doing,” explains Mayra Yadir. “My hope is that my creative writings, visual storytellings, and other postings are implicitly demonstrating how-to approaches even when they’re not explicit, step-by-step tutorials.”

Continued inspiration and insights are also available via her email newsletter, *InboxInspo*. For more information about creative writer and visual artist Mayra Yadir, follow her via [@mayra_yadir on Instagram](#) or visit her website at [mayrayadir.com](#).

About Mayra Yadir

With an MA in Media Psychology from Fielding Graduate University (2019) and MFA from the Academy of Art University (2022), Mayra Yadir is a creative writer and visual artist in transition after 30 years of extensive brand communications and advertising design. Now an independent creator and creativity coach, Mayra Yadir is self-publishing several visual-prose titles, anthologies, and other works. Her [private publishing brand, Sirenella Press](#), as well as her line of exclusive digital products for writer-designers and other Creatives, are launching in 2023.

About Ruiz Media, LLC

Ruiz Media, LLC is a Hispanic and woman-owned business founded by Mayra Yadir in 2005. It’s also parent company to a number of digital-creative brands, including [mayrayadir.com](#). For more information, visit [ruiz.media](#).

