

JOSELINE HERNANDEZ PROJECT

SANDY COFFEE

“The Phoenix”



Name: Sandy Coffee “The Phoenix”

Location: Miami, FL

Occupation: International Media Personality, Lifestyle and Beauty Enthusiast

The Backstory... Sandy Coffee is a mother, international media personality and entrepreneur whose been seen on MTV, VH1, NBC and FOX Sports. Before the glam life, she was a waitress at strip club, Diamonds, to make ends meet while attending college. Being the smart woman that she is, she knew that waiting tables wasn't a lifelong career goal or her purpose in life. Eventually, she moved to Dubai where she started her skincare line, Sandy Coffee Cosmetics, her candle line Sandy Coffee Home, and her online retail boutique Sandy Coffee Collection. Once she returned home to Miami, she found her purpose in front of the camera as a television personality. Sandy hosts a podcast with her friend and legendary female rapper, Trina. Sandy says based on the image she portrays on social media and at media events, people think she's perfect and pulled together. However, this beauty has been masking her issues so long that it's only a matter of time before she's ready to reveal the cracks in her faux façade.

Parenting Style... Sandy says that her 12-year-old son, Blake, is her best friend and he reignites her passion for life daily. However, just because she and Blake are BFF's doesn't mean they are equals. She will not tolerate rudeness, disrespect or talking back. Thankfully, she's never had to discipline him. Blake is such a good kid which is why Sandy can't understand the reason his father, who happens to be Drake's business partner, refuses to be part of their son's life. Sandy deals with serious “mom guilt” like most mothers. She says this stems from being a single mom who can't give her child the life he's witnessed his estranged siblings enjoy on social media. She admits it's hard enough to work 24/7 to provide for her son when his father is more than able to contribute financially. After 11 years of trying to be a strong single mom, Sandy battled with serious depression last year when her real life struggles became too real for her to handle. Although she has her parents nearby to help, she says being a single mom in Miami is hard because she doesn't have a group of understanding mom friends who she could talk to.

Connections... Sandy and Joseline worked together years ago at the strip club, Diamonds. Sandy was a waitress and Joseline was the “it” girl who had a line of people waiting for table dances. Sandy says even back then Joseline ran the club. Sandy also knows DJ Epps and his wife Claudia from attending and working the same events.

