

# WHO

Cindy Donato is a multi-award winning creative writer who has written for television documentary series, lifestyle shows, masterclass courses on Teachable, and Kajabi, public figures, entrepreneurs and best selling authors. She has also penned over 7000 radio campaigns bringing solid advertising and marketing know-how to each creative project she is commissioned to develop.

From corporate copy to blogs, e-learning, advertising and books, it is skilful writing that elevates the brand, campaign or author to a greater plane. She is happy to be the invisible entity behind some superstar writers, stepping out of the spotlight so her clients can shine.

Cindy Donato is the ghost in the machine that WORKS.

# CINDY CAN WORD YOU UP WITH...

Editing

Advertorials

Articles

Blogs

Editorial

Media Releases

Advertising Campaigns

Commercial Copywriting

Straplines

Integrated Sponsorship

Lyrics

Course Curriculums

Television Scripting

Podcast Scripting

Books

Anything with words, commas and exclamation marks!

## BRANDS

Lisa Messenger Group  
Best Selling Authors & Entrepreneurs  
McDonalds  
Tatts Group  
Goodlife Health Clubs  
Flight Centre  
Subway®  
Youi  
Terry White Chemmart  
Canada Airlines + 6991 more

## BLUSH

“Cindy Donato brings out the best of me.  
In fact she brings out *better* than me.”

Best Selling Author

“You are amazing! Thank you for being by my side.”

Masterclass Educator

“One of the most enduring landmark creative campaigns ever to run on  
this, or ANY network.”

Mark Stevens,  
Group Creative Director Nova Entertainment

“Cindy Donato is fast becoming my right hand woman.  
She is simply extraordinary.”

Lisa Messenger:  
Founder and Editor-In-Chief Collective Hub

“I love love love love love LOVE working with you!!”

High Profile Author | Entrepreneur

“Your latest campaign, once again, is an outstanding piece of work. It ticks all the boxes of what a great piece of communication SHOULD be... funny, authentic, unpredictable, mysterious, intelligently silly, emotionally connective and so damn clever!

Cindy Donato, you should be training people in this stuff.”

Mark Stevens,  
Group Creative Director DMG Radio  
Creative Director 3 Bongos Communications

## QUEEN OF QUIRK

Highly skilled to write for any platform, industry or tone of voice, perhaps her super power is that she is poignantly playful with words. The effect? People *lean in*...

Cindy Donato thinks Differently. Her quirky copy makes brands BOOM and hits audiences right in the FEELS. While others Zag, Cindy ZIGS through a wonderland of words that stand out, and engage.

She is also the go-to Masterclass Specialist Writer for high profile best-selling authors turning books into actionable Masterclasses, as well as ghostwriting books for public figures and entrepreneurs.

As an Audio Branding specialist for Nova Entertainment for 13 years, Cindy "CSI's" brand DNA to deliver rock star creative. Her multi-award winning campaigns are 'famous' for their highly engaging, results-driven copy that puts brands centre stage.

It is often *Cindy's* words that are behind the authors, public figures and brands that rock their arenas.

## REACH OUT

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