

## **Cynthia (Massino) Connally**

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*Accomplished professional and published writer with a degree in journalism and an exemplary career spanning 20-plus years in corporate communications, news reporting, copywriting, content writing/editing, public relations, and marketing. Seeking to become a valuable member of your team.*

### **SKILLS:**

- Exceptional ability to write compelling copy that supports your company's goals.
- Excellent command of the written word, and ability to write clearly and succinctly.
- Expertise in AP Style, writing, editing, and proofreading.
- Highly motivated to meet deadlines, and can manage several projects at once.
- Detail oriented in research and fact checking.
- Creative and strategic thinker.
- Impeccable record of client satisfaction.
- Proficient in Word, Outlook, Google Suite, PowerPoint, Teams, Excel, Asana, SharePoint, Salesforce, WordPress and SEO.

### **EDUCATION:**

**Bachelor's Degree, Journalism**

**University of Central Florida, Orlando, Florida**

### **RELATED EXPERIENCE:**

#### **DIRECTOR OF CONTENT**

***Hour of Power* w/ Pastor Bobby Schuller | Shepherd's Grove Church | Irvine, CA | 2021-May 2024**

- Oversaw all of *Hour of Power's* written communications with viewers and donors.
- Collaborated and strategized with marketing, design, and leadership, as well as donor services.
- Ghostwrote all published articles and letters for Head Pastor Bobby Schuller.
- Researched, planned, interviewed, wrote, and edited content for direct mail, newsletters, email communications, website content, social media, and other marketing materials to ensure ministry brand messaging.
- Developed and shared new ideas for relationally connecting with donors through emails, newsletters and other printed materials.

#### **PROGRAM MANAGER, HOSPITAL PARTNERSHIPS**

**OneLegacy; Organ, Eye, and Tissue Procurement | Los Angeles, CA | 2018-2021**

- Implemented and managed customized hospital organ, eye and tissue donation programs to ensure hospitals meet best practices, CMS and FDA guidelines. Collaborated with key hospital leadership.
- Prepared and analyzed performance data to implement data-driven quality improvement, which resulted in a steady increase in organs transplanted. Wrote comprehensive donation development plans outlining research results.
- Wrote educational materials distributed in hospitals, including flyers and donor case outcomes.
- Planned, promoted and executed special events within hospitals and community.
- Conducted weekly formal education presentations for RNs and other hospital staff.

**(more)**

## **PUBLIC RELATIONS ACCOUNT SUPERVISOR**

**Bitner/Hennessy Public Relations | Orlando, FL | 1997-2004**

- Developed, managed and executed public relations, marketing and community relations programs for B2B clients in healthcare, technology and commercial real estate industries.
- Wrote and edited press releases, newsletters and brochures, including technical writing.
- Increased clients' exposure in the local and national media.
- Planned special events, press conferences, and speaking engagements, which helped increase clients' name recognition and profitability.

## **STAFF WRITER, MARKETING COMMUNICATIONS DEPARTMENT**

**Sprint, Regional Headquarters | Apopka, FL | 1995-1996**

- Served as marketing communications consultant to various departments within the organization.
- Wrote about company products, programs and staff achievements for printed and electronic publications geared towards internal and external audiences.

## **PUBLIC RELATIONS SPECIALIST**

**Linda Costa Communications Group | Winter Park, FL | 1992-1995**

- Developed, managed and executed PR and community relations programs for various clients in healthcare, technology, and senior living industries.
- Coordinated collateral materials with agency's graphic design and marketing department.
- Wrote copy for press releases, newsletters, and trade publications.
- Wrote speeches and ghostwrote for top executives.

## **REPORTER**

***The Orlando Sentinel* | Orlando, FL | 1990-1992**

- Wrote general assignment stories for state, local, and county sections.
- Pitched story ideas, conducted research, and interviewed subjects.

## **OTHER WORK EXPERIENCE:**

### **SPECIAL EDUCATION AIDE II; ATHLETICS PROGRAM ADMINISTRATOR**

**Placentia Yorba Linda Unified School Dist. | Placentia, CA | 2008-2018**

- Supervised and taught math and language arts to students with autism.
- Spearheaded and implemented school district's first online sports registration platform for athletic clearance. Handled payroll for coaches.

## **AWARDS:**

**BRONZE QUILL AWARD FOR EXCELLENCE AND HONOR**

Newsletter

International Association of Business Communicators

**GOLDEN IMAGE AWARD**

Public Relations Program

Public Relations Society of America

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