



DONNA CRAVOTTA

visibility
strategist
storyteller

BIOGRAPHY

Donna Cravotta is the CEO and Founder of Cravotta Media Group and the creator of the Mix Tape-brand story video reels, the BeVisible.club a group learning community, and The Real 50 over 50: The Wisdom Revolution, a visibility project featuring 50+ women who are quietly making a difference.

After years of creating marketing strategies and building customized online platforms, Donna saw a recurring theme. Clients had gaps in their own stories. They left out parts of the journey that got them to where they are today. This gap created a disconnect in their work and in their marketing.

So she flipped her own story, spent a year evaluating 40 years of working experience, listening and learning to what small businesses need, and she redesigned her business. Now her focus is on guiding clients as they pull together all of the parts of their stories and mix tried and true strategies with new technology to be visible and connect with their perfect audiences.

Her clients have expressed how empowering it is to see their stories through a new lens and feel prepared to be visible in an entirely new way.

INTERVIEW TOPICS

- 01 Tried & New:** Gather What's Tried & True + What's New
- 02 Practical AI:** Use It But Don't Lose YOU
- 03 The Real 50 over 50:** The Wisdom Revolution

INTERVIEW QUESTIONS

- What is Tried & New?
- What is the Real 50 over 50?
- How do you incorporate AI tools and strategies into an existing business?
- Share more about redesigning your business.

