PETE GIOVAGNOLI   773-818-4730   pgio@earthlink.net

pgio.info | *pw: 456finished*

Senior Copywriter seeks opportunity to shape project narrative as ACD or SCW at agencies, startups, consultancies and dev shops. Long freelance history in UX for web development, integrated multimode campaigns, narrative, blogging, and audio/video scriptwriting.

2017–Present | FCB

PACCAR Parts | CRM email stream, in-store retail campaigns, naming projects
Boeing | Apple Cup sponsorship radio, print, banners
Avanir | NUEDEXTA site content and UX copy, CRM email and DM stream, in-office digital,
Janssen | INVEGA SUSTENNA HCP/patient brochure
Allergan | (branded) TrueTear DTC and HCP site content and UX copy, EyeCue Pro naming, RESTASIS HCP
   pieces, campaign concepts | (unbranded) *Eyepowerment* dry eye education site content and UX copy
MFS (Massachusetts Financial Services) | Paid search, native advertising

1999–Present | Contract Assignments

TalkCity | "The Talk City Gab" character POV email newsletter concept/copy   **MUSL** | video scripts
Disney | planDisney Search video script   **Demicubes** | Branding, video scripts   **Obagi** | UX copy
WholeFoods.com | In-Store launch campaign **StickerGiant Blog of Stickers** | promo blogging

2002–2014 | DraftFCB/Foote, Cone & Belding (Freelance)

Cox Communications | order flow UX copy and content
MolsonCoors | content assay and strategy, site content and UX copy
BlueCross BlueShield of Florida | "The Power Of the Human Voice" site UX copy, IVR script and VO, rich
   media banners
Boeing | Boeing Storyscape video scripts, content proposals and mockups
Applebee's | site content and UX copy
Kraft Good Seasons | microsite copy
Enova oil | site content and UX copy, video script

1997–2001 | Leap Partnership/Quantum Leap

American Airlines | ecommerce site UX copy and content
andbook.com | content strategy, site UX copy and content, internationalization, DB harmonization
MSNBC | brand book
Quantum Objects, Ambassador | white papers, naming, brand development

Education

University of Missouri, Columbia | **BA Theatre**
Wolfram Science Summer School | **2012 Milton, MA**

Skills

Technical and medical research, requirements gathering, client- and server-side Javascript (ask me about Goss*p), screenwriting, acting, voice acting, improv, audio production, music composition. Full Microsoft Office proficiency, Adobe Photoshop basics.