

PETE GIOVAGNOLI SENIOR COPYWRITER

Elevating product voice and narrative with precision and wit

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CORE SKILLS

- Campaign concept and copy for CRM, integrated 360 campaigns, banners, publications
- UX and content strategy and copy
- Medical and technical research and annotation
- Narrative-building, blogging, social and promotional scriptwriting
- Naming, brand voice ideation, conceiving, pitch work, requirements gathering
- Video and audio scriptwriting and direction
- Audio production and music composition

EXPERIENCE

INIZIO Evoke Drive (Freelance, 2024-2025)

Wegovy (obesity) | **FindMyMeds app launch:** App Store listing, in-app messaging, banners, HCP Objection Handler

Trodelvy (oncology) | **New indication launch:** DTC and HCP tactics

Spevigo (rare disease/derma) | **Tactic development and annotation:** HCP print and digital tactics

Biktarvy (HIV) | **Presentation refresh and re-annotation:** HCP expert presentation decks

Lucid Group/Agency DiD (Freelance, 2025)

Bimzelx (derma) | **HCP influencer program expansion:** print and digital tactics, new indication

Tylenol/Zyrtec (pain/allergy) | **Claims development:** strategic dev of new claims; IVA revisions

FCB Chicago (2017–2024)

PACCAR Parts (heavy truck parts) | **Five years of revenue growth through 360 campaigns:** Modular CRM streams, social ad streams, international retail campaigns; plus internal and external naming projects, website content and UX copy

Boeing | **Radio ad scripting and direction:** Boeing Apple Cup statewide sports sponsorship

Nuedexta (neuro) | **Total brand relaunch:** Website content and UX copy, CRM email and direct mail streams, brochures, in-office digital, banners

Invega Sustenna (schizophrenia) | **HCP/patient crossover communications**

Eloctate/Alprolix (hemophilia) | **Community conference activations:** swag, activities and flyers

TrueTear (dry eye) | **New product launch:** DTC and HCP DSA/website content and copy

Restasis (dry eye) | **HCP:** brochures and brand planning, EyeCue Pro portal naming; **DTC:** original campaign concepts; **Unbranded:** Eyepowerment dry eye education site content and copy

MFS (institutional investing) | **Paid search and native advertising**

Other Freelance

Disney | **Video scripting:** planDisney Panel new panelist search

StickerGiant Blog of Stickers | **2x weekly promotional blogging:** customer cross-promotional PR

Cox Communications | **Order flow UX:** copy and content

MolsonCoors | **Corporate identity merger:** content assay and strategy, website copy and UX

BlueCross BlueShield of Florida | **“The Power Of the Human Voice”:** site UX copy, IVR script and VO, rich media banners

TalkCity | **2x weekly email newsletter sales driver:** character POV email newsletter concept, narrative, copy

Available for full-time, project, and flexible contract engagements