

# PETE GIOVAGNOLI

SENIOR COPYWRITER

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## Summary

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Senior Copywriter bringing product voice and narrative to life.

## Competencies

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Short- and long-form ad copy, CRM copy, UX copy, content. Integrated 360 campaigns.

Narrative, blogging, and scriptwriting. Screenwriting, acting, voice acting, improv.

Technical and medical research. Requirements gathering.

Client- and server-side Javascript programming.

Audio production, music composition (Logic Pro, Ableton Live).

Full Microsoft Office proficiency. Adobe Photoshop, Illustrator, After Effects basics.

## Experience

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### FCB (2017–2024)

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**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

**Sanofi Genzyme** | conference activations and experiential signage

**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

### Freelance

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**TalkCity** | “The Talk City Gab” character POV email newsletter concept/copy

**Disney** | planDisney Search video script

**WholeFoods.com** | In-Store launch campaign

**StickerGiant Blog of Stickers** | promo blogging

**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

## Education

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University of Missouri, Columbia | BA Theatre