

# PETE GIOVAGNOLI

SENIOR COPYWRITER

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## Summary

Senior Copywriter bringing product voice and narrative to life.

## Competencies

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

Requirements gathering, conceptualing, pitch work, naming, brand voice ideation.

Technical and medical research and annotation.

Narrative copy, blogging, social and promotional scriptwriting.

Audio production, music composition.

Screenwriting, acting, voice acting and direction, improv.

## Experience

### Lucid DiD (Freelance, present)

UCB | BIMZELX HCP print and digital comms

Kenvue | TYLENOL/XYRTEC HCP comms support

### INIZIO Evoke Drive (Freelance, 2024-2025)

Novo Nordisk | WEGOVY Find My Meds HCP Objection Handler, email, banners, App Store listing

Boehringer Ingelheim | SPEVIGO HCP print and digital tactics

### FCB (2017-2024)

PACCAR Parts | CRM email stream, in-store retail campaigns, naming projects

Boeing | Apple Cup sponsorship radio, print, banners

Avanir | NUDEXTA 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

### Other Freelance

Disney | planDisney Search video script

TalkCity | "The Talk City Gab" character POV email newsletter concept, narrative, weekly copy

WholeFoods.com | In-Store launch campaign

StickerGiant Blog of Stickers | promo blogging

Cox Communications | order flow UX copy and content

MolsonCoors | content essay 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

## Education

University of Missouri, Columbia | BA Theatre