PETE GIOVAGNOLI SENIOR COPYWRITER

Reaching audiences with clarity, empathy, and precision

pgio.info | pgio@earthlink.net | 773-818-4730 | BA University of Missouri

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, concepting, pitch work, requirements gathering**
- **Video and audio scriptwriting and direction**
- **Audio production and music composition**

EXPERIENCE

INIZIO EVOKE / INIZIO NORTH AMERICA (Freelance, 2024-2026)

HCP, LTC, and patient tactic development including presentations, banners, FAQs, IVAs, and CRM email streams

Reference building and annotation across multiple tactics for internal editorial and external Medical, Legal, and Regulatory review

Claims matrix development and maintenance for indication launch and post-launch revisions (Auvelity)

App Store listing development including carousels and descriptions (Wegovy FindMy Meds)

***Brands*: Auvelity** (AAD agitation), **Tivdak** (oncology), **Wegovy** (obesity), **Trodelvy** (oncology), **Spevigo** (rare disease/dermatology), **Biktarvy** (HIV)

FCB CHICAGO (2017–2024)

360° campaigns including modular CRM streams, social ad streams, international retail campaigns, **resulting in five years of revenue growth** for **PACCAR Parts** (heavy truck parts)

Website content and UX copy, internal and external naming projects for **PACCAR Parts**

Radio ad script and direction for **Boeing Apple Cup** statewide sports sponsorship

Total brand relaunch for **Nuedexta** (PBA, neurology) including website content and UX copy, CRM email and direct mail streams, brochures, in-office digital, banners

Community conference activations for **Eloctate/Alprolix** (hemophilia)

New medical product launch including DTC website/HCP direct sales aid content and copy for **TrueTear** (dry eye neurostimulator) and **TrueTear Pro** (care provider ecommerce)

Brand planning, campaign concepting, and tactic execution across DTC and HCP for **Restasis** (dry eye) including banners, brochures, naming projects, and unbranded dry eye education site content and copy

OTHER FREELANCE

New claims development for **Tylenol** and **Zyrtec**

HCP influencer program expansion for **Bimzelx** (derma): photo book, print and digital tactics supporting new indication

Video scripting for **Disney** planDisney Panel new panelist search

Biweekly promotional blogging for **StickerGiant,** concept and execution of customer cross-promotional PR

Website order flow UX copy and content for **Cox Communications**

Content assay and strategy, website copy and UX for **MolsonCoors** corporate identity merger

Multimedia experience UX copy, IVR and VO script for **BlueCross BlueShield of Florida "The Power Of the Human Voice"**

2x weekly character POV email newsletter sales driver for **TalkCity**