

Giorgi Plys-Garzotto

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Education

NYU Tisch School of the Arts, BFA in Film/ TV

- Thesis film selected for 23 festivals (including NewFilmmakers NY); won 6 awards.

Work Experience

UX Content Strategist **Instagram** **(NY, NY)** **Aug. 2022 — present**

- Write copy for mobile and desktop, mostly working on ads and localization.
- Worked with research partners to solidify content design variations through A/B testing.
- Conducted an audit of CTA copy for the ad creation experience in preparation for an overhaul.
- Created a terminology playbook to unify several teams' usage of key phrases related to IG ads.

UX Content Strategist **Groupon** **(NY, NY)** **Aug. 2021 — present**

- Wrote consistent, conversational copy for the merchant-facing Groupon experience, helping businesses easily create Groupons and creating nudges to help them market to customers successfully.
- Synthesized research on Groupon merchants to gain deep understanding of the company's userbase.
- Worked with product designers to combine visuals and content for optimal execution of project goals.
- Spent 3 months as the only content person on the merchant team, taking on a much more senior role's responsibilities regarding global strategy, project load, and high-level liasoning with PMs, engineers, etc.

UX Content Strategist **Lavari Jewelers (NY, NY)** **Mar. 2020 — Aug. 2021**

- Developed and maintained a new, consistent brand identity for an emerging jewelry brand by writing new copy, editing existing copy, and assigning copy projects to other creatives on the team.
- Rewrote the company's chatbot, automated emails, and notifications with UX best practices in mind.
- Raised SEO conversion rates by 60% in first three months of work; in January 2021 the brand outperformed its entire Q1 from 2020 in both web engagement and revenue.

UX Copywriter **Fleetwit** **Jan. 2019 — Mar. 2020**

- Designed themed quiz sets, new quiz formats, and new forms of puzzles to keep users engaged.
- Created a database of questions that attracted the world's top trivia players, including Ken Jennings.

UX Copywriter - AI Conversation **Kartikey Group (LA, CA)** **May. 2017 — Jul. 2018**

- Wrote scripts for an AI chatbot relating astrology to lifestyle topics like self-esteem, perfectionism, and anxiety management.

Volunteer Work

UX Writer/ Designer **Seguro Project (NY, NY)** **Mar. 2021 — Mar. 2022**

- Used neurology research to build clear, effortless chatbot flows to empower domestic violence survivors.
- Presented a proof of concept bot to a team at Microsoft to secure a partnership with the company.

Skills

Content: Copywriting, copyediting, SEO content writing, SEO strategy, email marketing, digital storytelling, research, social media, script writing, UX writing.

Design: Photoshop, Adobe Creative Suite, Avid, Final Cut Pro, photo editing, video editing, DSLR cameras, digital cinematography.

Technology: Microsoft Office Suite, Google Analytics, WordPress, Squarespace, Wix, HTML, Python, Asana, Tidio, Helium10, Mailchimp, Trello, Final Draft, Figma, HootSuite.