

# 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

**Groupon (NY, NY)**

**Aug. 2021 — present**

- Write consistent, conversational copy for the merchant-facing Groupon experience, helping businesses easily create Groupons and creating nudges to help them market to customers successfully.
- Synthesize research on Groupon merchants to gain deep understanding of the company's userbase.
- Work with product designers to combine visuals and content for optimal execution of project goals.
- Spent the past 3 months as the only content person on the merchant team, taking on a much more senior role's responsibilities re: global content direction, workload, and high-level talks 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.

### Editor in Chief (on COVID hiatus)

**Queerly (NY, NY)**

**Aug. 2017 — (hiatus)**

- Worked with writers to publish 2-3 articles per week about queer literature.
- Brought traffic from 600 to 1000 unique visitors/ month using social media strategy and SEO.

### Contributing Editor

**FF2 Media (NY, NY)**

**Jan. 2017 — Oct 2020**

- After being hired as associate film reviewer, rose to a contributing editorship over four years.
- Interviewed high-profile women in film: Sally Potter, Miranda de Pencier, Melissa Silverstein.
- Covered the Athena Film Festival yearly, producing a front-page feature on the event.

## Selected Freelance/ Contract Work

### UX Writer/ Designer

**Seguro Project (NY, NY)**

**Mar. 2021 — present**

- 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.

### 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.

## 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.