

Giorgi Plys-Garzotto

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Education

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

- Thesis film selected for 23 film festivals, including NewFilmmakers NY.
- Won 6 awards in categories like Best Director and Best Short.

Work Experience

Content Strategist

Lavari Jewelers (NY, NY)

Mar. 2020 — present

- Developed new voices for two established jewelry brands from scratch by writing new copy, editing existing copy, and assigning copy projects to other creatives on the team.
- Developed SEO and copy strategies to recover sale losses due to COVID by the end of Q2, with Q3 reaching all-time highs.
- Raised SEO conversion rates by 60% in first three months of work; in January 2021 both brands outperformed their entire Q1 from 2020 in both web engagement and revenue.
- Targeted content to customer needs, such as ways to accessorize with a mask or how to disinfect jewelry without damaging it.
- Created a personality quiz, a chatbot program, and a purchase flow to lead customers to more content.
- Wrote style guides and held creative team meetings to maximize quality of delegated copy.

Editor in Chief (on COVID hiatus)

Queerly (NY, NY)

Aug. 2017- (hiatus)

- Published 2-3 articles on queer literature and culture per week, taking pieces from pitches through the drafting process and promoting through social media and SEO.
- Used SEO, social media strategy, and a website redesign to nearly double traffic upon taking the helm in August 2019—from 600 up to 1000 unique visitors per month.

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 Work

Copywriter

FleetWit (NY, NY)

Jan. 2019 — Jan. 2020

- Researched topics such as 18th-century France, and created dozens of questions for each.

Astrology Copywriter

Daily Horoscope Co. (NY, NY)

Dec. 2017 — Dec. 2019

- Researched planetary movements to create highly detailed horoscopes for all twelve signs.

Copywriter

Narrative Science (Chicago)

Oct. 2017 — Sep. 2019

- Worked with developers to create a database of copy optimized for the company's software.

Skills

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

Design: Photoshop, Adobe Creative Cloud, 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.