

G Money

copywriter

experience

copywriter@periscope (remote)

Spring 2022-Present

Integrated Campaigns, New Biz, Radio, OOH, Video, Direct Mail, Paid & Organic Social

Worked with multiple art directors and designers throughout the agency to bring

concepts to completion, traveled to shoots, dabbled in AI dependent projects

Clients: Mutual of Omaha, CLR Brands, InnovAge, Hefty Party Cups,

Publix, Bernatello's Foods, Dunwoody College of Technology, and more

social media copywriter@tombras (hybrid)

Winter 2021-Spring 2022

Professional Tweet Writer & TikToker, Paid & Organic Social, New Biz Social

Created organic content calendars, generated real-time organic content, directed

in-house social content shoots, collaborated daily with social strategy

Clients: Truist, Pilot Flying J, Josh Cellars Wine, Zaxby's, Drake's Cakes, and more

jr. copywriter@fbcure (remote)

Fall 2020-Winter 2020

Deciphered medical journals, annotated medical jargon, and creatively explained

Ulcerative Colitis to folks without a PhD, reaped the benefits of overtime pay

copywriter intern@fitzco (remote)

Summer 2020-Fall 2020

Combined the most tasty words for French's Mustard and Mellow Mushroom

while mastering the art of WFH, drove to through a hurricane to surprise my

coworkers at a happy hour that was canceled due to said hurricane, did not tell

anyone until my last day

awards

AdFed 2023 The Show Gold // Animated/Video Boards

AdFed 2023 The Show Silver // Multiple Boards

Webby Honoree 2023 // Professional Services & Self-Promotion

D&AD New Blood Graphite Pencil 2019

Gold Regional Student ADDY 2020 // Film

Silver District 7 Student ADDY 2020 // Film

SCADDY Gold 2020 (x2) // Use of Social, Ambient Media

SCADDY Silver 2020 // Copywriting

SCADDY Silver 2018 // Mobile

school

Savannah College of Art & Design

BFA Advertising & Branding

Concentration Copywriting

skills

Adobe Creative Suite

Work From Home

Character Counts

Detail Oriented

Twitter

Timesheets

Google Workspace

Slack

Office 365

Microsoft Teams

Zoom

Words

Parallel Parking

Strategy

Teamwork

TikTok

the side

Pro Dog Trainer

Business Owner

TikTok Creator

Vinyl Connoisseur

Full-time Italian



giannaorecchio@gmail.com
www.gorecchio.com