






VITO LA GIORGIA

DIRECTOR (COPY)



DETAILS

-  438-883-8888
-  lagiorgia.vito8@gmail.com
-  Greater Ottawa Area
-  [linkedin.com/in/vito-la-giorgia-22010320](https://www.linkedin.com/in/vito-la-giorgia-22010320)
-  [behance.net/createv](https://www.behance.net/createv)

PROFILE

Dynamic copywriting director with a stellar track record of elevating brands through strategic vision, impactful copy, and visually compelling execution. Recognized for adeptly fostering in-house talent with strong leadership skills. A creative visionary rooted in strategy, merging artistry with data-driven insights to deliver breakthrough campaigns. Possesses a unique ability to effectively generate big ideas and inspire creativity that resonates and drives performance.

Key Strengths:

- Proven expertise in crafting compelling copy and overseeing content strategy.
- Exceptional leadership skills, driving team performance and achieving goals.
- Perceptive problem solver, always ensuring client satisfaction.
- Outstanding presentation skills, both in creation and delivery.
- Leverages ChatGPT to enhance efficiency without sacrificing content quality, ensuring impactful and creative messaging across diverse channels.

SKILLS

- Creative Direction
- Brand Strategy
- Paid Media
- SEO
- Leadership
- Video Production
- Presentations
- Resource Allocation
- Copywriting & Scriptwriting
- Extensive B2B & B2C experience
(Healthcare; SaaS; Consumer Products)

EXPERIENCE

XACTLY DESIGN & ADVERTISING - OTTAWA COPYWRITING DIRECTOR | 2022 - PRESENT

- Pioneered Segway Powersports record-breaking F1 Grand Prix campaign, achieving unprecedented metrics in views, leads, and sales.
- Spearheaded the successful launch of Canada's first-ever infant formula, Niuriss, establishing a unique brand position vs. Similac and Enfamil.
- Elevated our brand through compelling presentations, contributing to client acquisition and retention.
- Demonstrated leadership in fostering an environment promoting internal talent development.

YOUVILLE HAUSSMANN PARK (YHP) - MONTREAL DIGITAL STRATEGIST & CONTENT CREATOR | 2020 - 2022

- Co-led digital media strategy for VUSE, consistently exceeding social media, email, and website traffic metrics.
- Instrumental in client success through research, consumer questionnaires, and industry insights.
- Promoted to spearhead digital strategy for a major 2022 product launch, achieving record-breaking views and conversion rates.

EDUCATION






CONCORDIA UNIVERSITY
MARKETING (BCOMM) | 2006 - 2009

VITO LA GIORGIA

DIRECTOR (COPY)



DETAILS

-  438-883-8888
-  lagiorgia.vito8@gmail.com
-  Greater Ottawa Area
-  [linkedin.com/in/vito-la-giorgia-22010320](https://www.linkedin.com/in/vito-la-giorgia-22010320)
-  [behance.net/createv](https://www.behance.net/createv)

GA INTERNATIONAL - MONTREAL

BRAND MANAGER & CONTENT CREATOR | 2019 - 2020

- Revamped brand and content approach, turning news-jacking opportunities into best-performing lead magnet case studies.
- Developed identity, messaging, and assets for new products, scripted and directed videos, and led all creative and content strategy presentations.

MEDISCA PHARMACEUTICALS - MONTREAL

SENIOR COPYWRITER & CONTENT CREATOR | 2016 - 2019

- Oversaw and directed all copy, including product marketing, white papers, and profile pieces featuring Pharmacists in Canada and the US.
- Centralized role in ensuring the quality and consistency of all written content, contributing to Medisca's thought leadership in the pharmaceutical industry.
- Orchestrated the company's most successful video (over 600k YouTube views), utilized at trade shows and shared directly with customers by the sales team.

THE INQUISITR - MONTREAL

STAFF WRITER | 2014 - 2016

- Achieved record-breaking views (over 1.3 million) through strategic topic selection and implementation of SEO techniques.
- Identified and chose engaging topics that captured readers' attention, contributing to increased article performance.
- Applied advanced SEO techniques, optimizing content for search engines and enhancing overall article visibility.

DOLCE PUBLISHING - TORONTO

STAFF WRITER & INTERVIEWER | 2009 - 2012

- Conceptualized and selected compelling topics for luxury and lifestyle magazines, ensuring high reader engagement.
- Conducted in-depth research and interviews with Canadian public figures, contributing to the creation of captivating and insightful articles.

SKILLS

- Creative Direction
- Brand Strategy
- Paid Media
- SEO
- Leadership
- Video Production
- Presentations
- Resource Allocation
- Copywriting & Scriptwriting
- Extensive B2B & B2C experience
(Healthcare; SaaS; Consumer Products)

EDUCATION

CONCORDIA UNIVERSITY
MARKETING (BCOMM) | 2006 - 2009