

CHRISTINA GERACI

EXPERIENCE

WRITER & ACTOR

Self-Employed

April 2016 - Present

- Wrote web, social, and print copy to market an acting business.
- Developed and produced comedic videos and scripts for social media, boosting viewership by 200%.
- Led independent projects by collaborating with creative teams of 2-5 to produce scripted content from concept through distribution.
- Concepted and developed a three-email campaign targeting agents, generating multiple representation offers.
- Crafted tailored outreach emails to production companies and casting agencies that secured roles in a TLC television production and a BuzzFeed digital series.

FREELANCE COPYWRITER

Summit Brain Health

June 2022 - January 2023

- Wrote taglines, website, and Google Business Profile copy alongside the CEO for a healthcare practice, establishing a professional online presence.
- Researched the company's website, social media, and client testimonials to align copy with the existing brand voice.

COPYWRITER

Sozo Exchange

July 2017 - October 2018

- Partnered with producer to concept and execute against a YouTube creative brief, developing and writing a short-form web series treatment promoting Oculus.
- Scripted original episodes for a branded TikTok series featuring new characters and storylines set within the Fortnite universe, collaborating with the producer from concept through production.
- Wrote multiple casting notices and talent outreach for a branded comedic TikTok series, sourcing an influencer with 500K followers and achieving 100% talent turnout for auditions.

FREELANCE COPYWRITER

SomeMagic

May 2015

- Concepted and wrote About page copy for an Etsy jewelry shop that has remained in use for more than 10 years.
- Translated the founder's story into a distinctive brand narrative.

CONTACT

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christinageraci.com

[LinkedIn](#)

EDUCATION

Copywriting Portfolio Program

Denver Ad School

2025

B.A., Theater & Performance Studies

University of California, Berkeley

SKILLS

- ChatGPT
- Microsoft 365
- Google Workspace
- Wordpress
- Final Draft
- Concept Development
- Creative Strategy
- Scriptwriting
- Market Research
- Improv
- Stand-Up
- Sketch Comedy
- Acting
- Screenwriting