



## University of Toronto

Creative Writing Certificate  
2015

## Humber College

Post Graduate  
Copywriting Certificate  
2013

## York University

Honours BA Psychology  
2012



## Speed Round

Habitat for Humanity  
Volunteer.

Lifelong musician.

Indie Filmmaker.

Podcaster.

B|| practitioner.

AI Enthusiast.

# Christopher-Giovanni Bosco

## CREATIVE DIRECTOR

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### VIRAL NATION

Associate Creative Director  
May 2022 - Present

*Oversaw the production of various projects from inception through delivery, ensuring creative integrity for the brand and work. Worked to develop junior and midlevel copywriters' and art directors' creative capabilities. Worked with brands such as Chelsea FC, Meta, and Activision Blizzard to create content and experiences that would move the needle.*

### MEDIA ONE CREATIVE

Freelance Creative Director/Senior Copywriter  
Feb 2021 - May 2022

*Ideated, wrote, and oversaw the production of content across multiple channels including online, social, and broadcast. Worked with art directors, producers, editors, and directors to craft strategically sound, compelling creative for brands ranging from Genesis to Wiley.*

### THE TAYLOR GROUP

Associate Creative Director  
Oct 2019 - Feb 2021

*Oversaw creative teams to ensure integrity and excellence throughout the work. Collaborated with brands including Porsche, Bugatti, Lamborghini, and Intel to create engaging experiential work. Crafted robust creative strategies to ensure successful work that surpassed expectation was delivered against the brief. Worked on new business development to secure overall growth.*

### WUNDERMAN THOMPSON

Digital Copywriter  
Mar 2017 - Oct 2019

*Created highly conceptual and strategic ideas for brands including Xbox, BMW, TUMS, OLG, GSK, and Volkswagen. Executed content driven digital campaigns designed to engage audiences and grow brands. Oversaw the writing and concepting of junior copywriters, ensuring quality from ideation through execution.*

### FREELANCE COPYWRITER

Oct 2015 - Feb 2017

*Worked with brands including Pepsi, KitKat, Loblaws, and more to develop innovative and engaging campaigns across multiple channels and platforms.*

### YYZ LIVING MAGAZINE

Senior Editor / Contributing Editor  
Apr 2015 - May 2017

*Part of the creative think tank that would bring ideas from pondered to printed. Ideated and wrote compelling editorial pieces focused around fashion, the city, music, and culture. Profiled the indie Country music scene in Toronto, wrote a book review for Naked Lunch, and explored the underground pay-to-play world of male Sugar Babies and their mature Sugar Mommas.*