



JOE GIGANTE

FULL-STACK MARKETER & PREMIUM GHOSTWRITER FOR 7- TO 9-FIGURE BRANDS

NEW YORK, NY

INTRODUCTION

Born and raised on Long Island, now living in NYC.

I studied Marketing with a minor in Business Analytics because I've always been drawn to the psychology behind why people buy, paired with a lifelong love for writing.

Naturally, I graduated and went straight into corporate finance... go figure.

After 6+ years in finance, I made the jump and went all-in on copywriting. Since then, I've grown into a full-stack copywriter and ghostwriter working with 7- to 9-figure brands across multiple industries.

Outside of work, you'll usually find me lifting, traveling, or spending time with friends, family, and my two dogs.

SKILLS

- Full-Stack Email Marketing
- Ghostwriting
 - Thought-Leadership Content, Social Media Management
- Video Scripts
 - Short-form, Long-form, and VSL
- Funnel Building with Email Integration
 - Lead Magnets, Landing Pages, Sales Pages, Etc.
- Websites
 - Build & Copy
- Ad Copy

CONTACT



[Instagram](#)



[Email](#)



[Facebook](#)



[Website](#)



[LinkedIn](#)



[Testimonials](#)

WORK EXPERIENCE

Content Team Lead | Heroic Public Benefit Corporation

Self-Development Platform trusted by Navy SEALS + Professional Athletes | 100,000+ clients served

- Responsible for managing a 173,000-contact email list, overseeing strategy, copywriting, segmentation, and list management
- Lead the strategy, copy, and launch of multi-6 and 7-figure self-development programs, ensuring alignment across content, funnels, and customer journeys.
- Create and manage content for branded social media accounts (400k+ followers), contributing to platform growth and community engagement
- Create content for email and ad campaigns, program materials, and brand messaging, ensuring a unified voice across all channels
- Lead, mentor, and manage a team of Virtual Assistants in graphic design, video editing, and daily content production
- Trusted for high-level messaging strategy, funnel implementation, and system-building, supporting consistent program scalability and brand growth

Email Marketing & CRM Strategist | Blueprint to Practice Automation (BPA)

8-Figure Medical Practice Growth Partner | Scaled 2,000+ Practices Past 7-Figures

- Increased email open rates by 330% and click rates by 400%, reviving a dormant 50,000-contact list and restoring domain health
- Refine backend systems (CRM, automated follow-up, and deal-flow tracking) to tighten operations and help the sales team close more high-ticket clients
- Built automated email + SMS sequences, lifecycle paths, and pipeline visibility tools to accelerate decision-making and nurture high-ticket buyers
- Advised on funnel structure, segmentation logic, customer retention, and messaging to support BPA's continued 7- and 8-figure growth

Senior Copywriter | Unleash The Knowledge

Personal Brand Ghostwriting Agency | Featured in Forbes | 600+ Clients Served

- Led the brand shift from a faceless agency to a personal brand with 300k+ followers, contributing to a 200% increase in MRR.
- Revitalized a cold list, raising email engagement by 290% through optimized copy + deliverability.
- Acted as Head of Operations for LinkedIn Ghostwriting: oversaw client strategy, content quality, and fulfillment processes.
- Managed high-profile client accounts, including CEOs, bestselling authors, and 7-figure entrepreneurs.
- Directed and trained a VA team across design, video editing, and LinkedIn engagement.

TESTIMONIALS

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PORTFOLIO

LinkedIn Ghostwriting

- [Meta's Top Patent Attorney](#)
- [Founder of 7-Figure CFO Firm](#)
- [Chairman & CEO of Baker Donelson](#)
- [Marine Ground Ops. Officer turned Keynote Speaker](#)
- [Multi-time Bestselling Author, Communication Expert & Consultant](#)

Email Copy

- [Unleash The Knowledge](#)
- [The High Ticket Sales Academy](#)
- [Sonia Marie Nutrition](#)
- [Financially Free](#)
- [The Financial Gym](#)
- [Jerry Norton](#)
- [Terry Blackburn](#)
- [Jill DeWitt - Land Academy](#)
- [Mark Podolsky - The Land Geek](#)
- [Jack Bosh - Land Profit Generator](#)
- [Moneeka Sawyer - Blissful Investor](#)
- [Chris Prefontaine - Wicked Smart Real Estate](#)

Organic Social Content

- [Social Written - Unleash The Knowledge](#)
- [Reel Scripts - Unleash The Knowledge](#)

Funnel Copy

- [Unleash The Knowledge - Lead Magnet Landing Page](#)
- [Unleash The Knowledge - High-Ticket Landing Page](#)
- [The High Ticket Sales Academy - Webinar Landing Page](#)

Website Build

- [Fairway Barbers](#)