

# FILIPPO PETRUCCI

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## LINKEDIN | PORTFOLIOS & SHOWREEL

### PROFESSIONAL SUMMARY

Award-winning Film Director, Video Producer, and Senior Video Editor with 20+ years of international experience delivering commercials, branded content, music videos, documentaries, and digital campaigns across Europe, North America, and Asia.

Specialized in end-to-end video production including concept development, directing, cinematography, lighting design, post-production, and motion graphics. Proven track record working with global brands, agencies, record labels, and broadcast media. Strong expertise in social media video, performance marketing content, and AI-assisted creative production.

### CORE SKILLS

#### Video Production & Direction

- Film Direction
- Scriptwriting & Storyboarding
- Casting & Location Scouting
- Budgeting & Production Planning

#### Cinematography & Production

- Director of Photography (DoP)
- Set Lighting Design
- Audio Recording

#### Post-Production

- Video Editing
- Color Grading
- Motion Graphics
- Sound Design
- Formatting & Encoding

#### Digital & Marketing Video

- AI-Generated Content Production
- FloraFauna
- VEO 3
- ElevenLabs
- Suno

#### Software

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Creative Suite
- DaVinci Resolve
- Figma

#### Camera Systems

- Sony A7S III
- Arri Alexa Mini
- Red Komodo

## WORK HISTORY

**Ciclope Video** — Video Production & Creative Agency

**Freelance Creative and Film Director**

**Jan 2007 – Present**

Rome, Italy

- Directed and produced high-budget music videos and documentary projects for international artists and brands.
- Developed creative concepts, visual storytelling strategies, and production workflows.
- Creative leadership of cross-functional teams including cinematographers, designers, editors, and production crews.
- Created promotional content, cover artworks, and digital video marketing campaigns.

**Kiwi.com** — Online Travel Agency (OTA)

**Video Editor | Motion Designer | Content Creator**

**Feb 2020 – Jan 2026**

Prague, Czech Republic

- Produced and edited digital video branded content for marketing campaigns, social media advertising, and performance marketing initiatives.
- Created motion graphics and branded visual assets for global travel campaigns.
- Developed ASO video creatives and user acquisition content optimized for mobile platforms.
- Collaborated with marketing and creative teams to deliver high-volume video assets aligned with brand guidelines.
- Managed full post-production workflows including editing, color grading, sound design, and final delivery.

**Flatmind** — Video Production Company

**Senior Film Director | Video Editor | Set Lighting Designer**

**Nov 2015 – Jan 2020**

Shanghai, China

- Directed and produced commercial and branded video campaigns for international clients and agencies.
- Led production planning including script development, budgeting, crew management, and post-production supervision.
- Specialized in cinematography and advanced set lighting design for commercial and fashion productions.
- Delivered corporate videos, advertising campaigns, and branded storytelling content for global markets.

**ABC TV** — Broadcast Television Network

**Director of Production**

**Sep 2012 – Jan 2013**

Rome, Italy

- Supervised broadcast news production and television format development.
- Coordinated production schedules, technical crews, and editorial teams.
- Managed multi-camera productions and live broadcasting workflows

## EDUCATION

**University of Urbino, “Carlo Bo”, Italy**

**Bachelor’s Degree in Advertising Communication**

## LANGUAGES

**Italian** — Native

**English** — Professional Working Proficiency

**Spanish** — Beginner

## SELECTED CLIENTS AND COLLABORATIONS

Prada, Bvlgari, Converse All Star, Google, Meta (Facebook), McDonald’s, PepsiCo, GSMA, Alcantara, iGuzzini, Covestro, Disney, Bocconi University, Stanford University, SKY TV, Mediaset, Dunhill.