

## CURRICULUM VITAE

### Francesco Baiocchi

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Video Portfolio: [vimeo.com/fbvideoreel/](https://vimeo.com/fbvideoreel/) - Photos: [www.flickr.com/baio80](https://www.flickr.com/photos/baio80/)

#### Summary

I am an experienced and talented Senior Video Editor, Producer, and Videographer. Team Leader and Broadcasting professional with an enviable track record in producing and editing videos, as well as managing Digital Media production workflows. I possess a fervent eye for detail and branding, a strong sense for picture composition and the power to affect people's emotions through my productions.

#### Career experience

Dates

12/2017 – Present

Employer

**Scopely** | Barcelona

Position held

**Senior Advertising Video Editor**

Main activities and responsibilities

Scopely is an USA company which creates top-grossing mobile games. At Scopely I am in charge of editing compelling and effective video advertising for the entire portfolio of Scopely's games; including: The Walking Dead, WWE Champions, Wheel of Fortune, Yahtzee with Buddies and more. These are my tasks and responsibilities:

- Develop produce and edit with motion graphic and sound design compelling and on brand video advertising, game trailers and social content for the entire portfolio of Scopely's games.
- Collaborate with the Creative Director and the Marketing Managers on assuring a unique look and high-quality bar for our creative and advertising.
- Conceptualize and develop a wide variety of video promotional material with a particular focus on User Acquisition and the Social Media platforms.
- Film videos with green screen and live action sequences of real-life situations for our adverts.
- Work creatively with the advertising team to conceptualise/produce new innovative videos for new formats and social media.
- Work with project managers in the studio to coordinate and direct game capture, compose shots from the game that, when edited, present a compelling narrative.
- Attending daily meetings with Los Angeles marketing team, understanding the metrics that define a successful video for UA and using data insights to improve creativity.
- Improve the quality of our in-house video shootings implementing professional equipment, green screens and lighting for a better cinematography.
- Daily management of the workload through the online platforms: Airtable, Fame IO and Egnyte.
- Researching and keeping up to date with emerging video trends and technology standards.
- Professional use of Adobe Creative Cloud Suite

Dates

05/2016 – 12/2017

Employer

**ABA English** | Barcelona

Position held

**Senior Video Editor**

Main activities and responsibilities

- Delivering innovative concepts, creating engaging and on brand video promotions to a high standard.
- Video editing with Adobe Premiere Pro CC and After Effects CC 2017.
- Producing and editing Video Adverts and App Promos to a high standard for Social Media.
- Produce, edit and deliver TV campaigns for national and international markets.
- Managing production workflows and deliveries for all our markets: Spain, Italy, France, Brazil, Germany and Russia. Handle digital assets, translations, re-versioning, packaging videos and delivering all the material to playout.
- Liaise with the Content Marketing team, outlining expectations, deadlines and services required.
- Filming and editing corporative in-house video interviews.

Dates

04/2015 – 04/2016

Employer

**Red Bull Media House** | Salzburg, Austria (Red Bull Headquarter)

Position held

**Video Editor / VFX Editor (Digital Media and Redbull.com)**

Main activities and responsibilities

- Main Video Editor / VFX Editor of the Digital Media Department, including: video editing with Adobe Premiere Pro CC and GFX animation with After Effects.
- Video editing short-form content and engaging videos to a high standard for the global website Redbull.com.
- Generating daily content on Red Bull's Social Media platforms.
- Video editing promos and trailers for global multi-platform channel Redbull TV.
- Support of the Media House post-production department in the creative process of video editing.
- Professional use of Adobe Creative Suite.

Dates	05/2011 – 05/2015
Employer	<b>Sony Pictures Television</b>   London
Position held	<b>Creative Promo Producer</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>• Creating innovative and on brand promotions (Trailers and TV Promos) for two Sony Pictures Television's channels AXN and AXN SCI-FI.</li> <li>• Generating video content to a high standard for all promotion material including: Breafing TV campaigns and Promos, video editing (Premiere Pro/Final Cut Pro), motion graphic (After Effects/Photoshop), scriptwriting and audio design.</li> <li>• Project Management. Managing and planning daily workload of the channels and to creatively direct graphic designers, audio engineers and voice over talents, efficiently and in line with the channels objectives. Liaise with third party companies supervising the post-production (2D/3D animations, GFX and audio design).</li> <li>• Overall management and development of a team of 2 assistant producers.</li> <li>• Managing production workflows and deliveries for the on-air department with the support of a team of assistant producers. Reversioning, packaging promos and delivering assets.</li> <li>• Liaise with the marketing team, outlining expectations, deadlines and services required.</li> <li>• Able to multi-task and balance priorities with extraordinary time management and exceptional organisational skills.</li> </ul>
Dates	11/2013 – 05/2015
Employer	OXFAM   London
Position held	<b>Freelancer Photographer</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>• Working as a Freelance photographer in my spare time. I shot creative food-related photos with miniatures, from concept to delivery, for the Oxfam project: THOUGHT FOR FOOD.</li> <li>• Several pictures of mine were published as cover image for their reports.</li> </ul>
Dates	08/2010 – 01/2011
Employer	Acción Contra el Hambre   Nicaragua, Guatemala
Position held	<b>Video Producer</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>• Filming and directing corporate videos for an international charity, from conception through to the final end-product including storyboard, shooting with an ENG camera on location (Nicaragua and Guatemala), editing and post production with Final Cut and After Effects and Photoshop.</li> </ul>
Dates	09/2007 – 06/2010
Employer	UNIR University   Madrid
Position held	<b>Head of Audiovisuals and Lead Video Editor</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>• Setting up and developing the Audiovisual department and the eLearning production workflows.</li> <li>• Filming with HD cameras all promotional contents for the University (in Studio/on location).</li> <li>• Studio lighting setups and green screen eLearning productions with teleprompter.</li> <li>• Filming Live Events with video operations: basic switching, transitions. Recording/streaming/sharing.</li> <li>• Directing/Editing with motion graphics educational material and video interviews to a high standard.</li> <li>• Overall management and development of a team of 4 video editors and video operators.</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• BS (Bachelor of Science) in Audiovisual Communication and Media, Università di Ferrara (Italy)</li> <li>• BA (Bachelor of Arts) in Italian literature and cinema disciplines, Università degli studi di Pisa (Italy)</li> </ul>
<b>Honors and Awards</b>	<p><b>Promax Hotspot – June 2014</b></p> <p>My AXN's Terrorist Promo was selected for the Hot Spot by Promax. Hot Spot is a worldwide newsletter showcasing the best work from agencies, TV and production companies from all over the world.</p>
<b>Cinematography Skills</b>	Ability to work with proficiency in a Studio environment and on-location shooting with ENG Cameras (e.g. SONY EX3) and DSLR cameras (e.g. Canon 5D mark III + lenses).
<b>Languages</b>	<b>English:</b> Fluent - <b>Spanish:</b> Native - <b>Italian:</b> Native - <b>Catalan:</b> Intermediate - <b>German:</b> Basic
<b>Personal Skills</b>	Creative. Strong communication. Team leader with extraordinary time management with exceptional organisational skills. Excellent attention to detail. Cinema Lover. Culturally aware.

