



FRANCESCA NACCARATO

Creative Video Producer

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Audiovisual professional with over 8 years of experience in video production, editing, motion design, and 3D, gained working with communication agencies, broadcasters, international brands, and cultural projects. Proven experience managing end-to-end production, from concept to filming, editing, and color grading, for commercial, editorial, and authorial content across TV, digital platforms, and social media. Skilled at working in multidisciplinary teams and fast-paced environments, combining technical expertise with narrative sensitivity to develop clear, engaging content aligned with brand and communication goals.

EDUCATION

MARKETING & MULTIMEDIA COMMUNICATION

University of Milano-Bicocca
2010–2014

MASTER'S DEGREE IN MULTIMEDIA COMMUNICATION

University Suor Orsola Benincasa
2014–2016

COURSE IN 3D ANIMATION AND VISUAL EFFECTS

Rainbow Cgi
2020

SKILLS

Video Production	Motion Graphics & Animation
Color Correction	
Branded Content	Storytelling
Digital Strategy	
Multi-platform	3d content

SOFTWARE

DaVinci Resolve	Cap Cut
Blender	Notion
Maya	Nuke
AfterEffect	Photoshop

LANGUAGES

Spanish – Intermediate
English – Advanced
Italian – Native

WORK EXPERIENCE

VIDEO EDITOR & CONTENT CREATOR

2025

Fujifilm

prj: Dove sono mamma e papà

- Branded video production for marketing & corporate communication
- Video production, post-production, editing, and visual consistency across deliverables

VIDEO & MOTION DESIGN MARKETING PRODUCER

2024–2025

True Italians / Berlin Italian Communication – Berlin, Germany

- Video marketing, branded content, social media (Reels, TikTok, Shorts)
- End-to-end production: shooting, editing, color grading
- Motion graphics, storytelling, audience engagement
- Multi-platform distribution (YouTube, Instagram, web)

VIDEO CREATOR

2024

Special Olympics International/ World Winter Games– Turin

- Event coverage, interviews, storytelling
- Fast-turnaround editing for social & official platforms
- Emotional content, team collaboration

LIGHTING & COMPOSITING ARTIST

2021–2023

Rainbow CGI – Rome

prj: Project: Pupstruction I & II, Mermaid Magic, Blippi

- Lighting, rendering, compositing (3D animation)
- Quality control, troubleshooting
- Compositing and seamless integration of CG elements using multi-pass renders (AOVs), ensuring consistency in lighting, shading, and color pipelines
- Cross-functional collaboration (animation, modeling, production), on- time delivery

MOTION DESIGNER & VIDEO CREATOR

2020–2024

La rivoluzione delle Seppia – Cosenza

- Motion graphics & visual identity design
- Video production for cultural and urban regeneration projects
- Content for social media, web & exhibitions
- Projects presented at the Venice Biennale

VIDEO CONTENT PRODUCER & EDITOR (TV & DIGITAL)

2016–2019

Gambero Rosso – Video Content Production

- TV & digital video production (food, lifestyle, branded content)
- End-to-end workflow: shooting, editing, post-production
- Web TV interviews, branded campaigns, editorial series, social/educational & marketing content
- Multi-platform distribution (broadcast, web, social) with focus on engagement, visibility & audience growth