



**VERA BRAGHIROLI**  
EXECUTIVE PRODUCER/DIRECTOR  
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**Professional Profile**

Experienced and versatile broadcasting Producer/Director, delivering ideas and images for short-form promotional contents. Keen on translating visions into strategy and actionable plans. Providing script writing, direction, editing and compositing, voicing and music commissioning for branding and promotions. Intense creative drive and keen eye for detail. Working alone, as one-man-band, or with a tailor-made team of illustrators, graphic designers, sound engineers and shoot crew.

**Current Employment**  
October 2007 to date

**Director of Stylenut LTD**

Cooperating with different international TV networks and production companies as a freelancer Producer/Director, Project Leader and Creative Consultant. Among my clients: Discovery Channel UK, AlJazeera English, MTV2 and Sony Pictures. I have been holding a Digital Video course at the international fashion and design school Istituto Marangoni for this academic year.

**Past Employment**  
Jan 2006 - Oct 2007

**Freelance Promo Producer/Director**

Writing, pitching, directing and editing promos, trailers, sponsored credits, cross-media campaigns, corporate and music videos. Producing viable ideas from marketing briefs and schedules. Responsible for client facing, budget management and external agencies and collaborators supervision. Shoot (location and studio), clip and GFX-based projects. Among my clients: Sky Cinema, MTV Italy, Paramount Comedy, Diesel.

Mar 2001 - Jan 2006

**On Air Senior Producer/Director for MTV Italia s.r.l.**

Leading creative projects within the branding department. Working within the in-house production facilities of the free-view TV network. Rising value from low-budget projects and managing assignments from the beginning to the end. Copy writing, direction and editing of promos, campaigns and title sequences for shows and events promoted by the channels, for both editorial and advertising purposes.

**Skills and Talents**  
**Linguistic Ability**

<b>Italian</b>	<b>English</b>	<b>French</b>
Mother Tongue	Fluent spoken and written	Spoken and written at a basic level

**Technical Ability**

**Direction Expertise:** Self-shooting on digital supports (Mini DV, DVCAM, HDV) and Experienced in film supports (Super8, 16mm, 35mm)  
**Editing Tools:** Final Cut Pro, Premiere Pro, Avid Adrenalin  
**Compositing Tools:** After Effects, Combustion, Illustrator, Photoshop  
**IT Skills:** Outlook, Explorer, Office, File Maker Pro (on Windows and Mac-OSX)

**Relational Ability**

I like people and building cooperative and long-lasting relationships. Respect and trust are the main resources to grow to get positive results out of a joint project, inside and outside work. Although I feel at ease with working independently and using my own initiative, I do find teamwork very stimulating and enriching. Sociability and flexibility make me a valid team player and a pleasant person to work with.

**Organizational Skills**

Getting the best out of the available means and schedule, starting from client's needs. Conscientious and responsible, I'm comfortable in prioritising, reaching deadlines and performing under pressure, without losing a clear-head approach and some sense of humour. Running my own business has helped me to refine my skills in optimizing budgets and talents of all the players involved in the production process.

**Education**  
**1996 - 2000**

Institute name  
Subjects of study  
Qualification

**IULM – Milan, Italy**  
Advertising, Semiology, Aesthetics, Sociology, Psychology, Economy  
Laurea\* in Communications with a specialization in Advertising Techniques  
\* *Equivalent of Bachelor's Degree*

**1989 – 1994**

Institute name  
Subjects of study  
Qualification

**Liceo Classico T. Mamiani – Pesaro, Italy**  
Italian, History, History of Arts, Math, Ancient Latin, Ancient Greek  
Diploma Classico (*Equivalent of A levels*)

**Web-Reel**

[www.stylenut.tv](http://www.stylenut.tv)

**Further Information**

**DVD Show-reel and References On Request**