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giuliagiapponesi (LinkedIn)
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Top Skills

Spanish
Creative Writing
Screenwriting

Languages

English (Professional Working)
Spanish (Professional Working)
Italian (Native or Bilingual)

Honors-Awards

Primo classificato Mediastar -
Sezione tecnica Audiovisiva - VIDEO
RICICLI STELLARI (HERA)
Primo Classificato Categoria
Branded Content Entertainment -
VIDEO RICICLI STELLARI (HERA)
Special Star per la Direzione
Creativa - VIDEO RICICLI
STELLARI (HERA)
Sezione Adv on Line - Special Star
per il Concept Design - VIDEO
RICICLI STELLARI (HERA)
Menzione Speciale per Progetto
Kinodromo

Publications

Identità digitale unica globale

Giulia Giapponesi

Film Director/Producer | Copywriter/Screenwriter
Bologna, Emilia-Romagna, Italy

Summary

I am a film director and producer of documentaries and cultural content for various media and platforms. With over 15 years of experience in this field, I have developed and honed my skills in audiovisual production, from writing and directing to editing and distributing.

My passion and expertise for documentary filmmaking and storytelling are driven by my mission to educate, inspire, and entertain the audience, as well as to reflect my commitment to social justice, human rights, and democracy. I have a deep knowledge and appreciation of the history, culture, and art of Italy, which I showcase in many of my projects. Some of the most recent and notable ones include "Bella Ciao - Per la libertà," a documentary about the song of the Italian resistance movement during World War II, which was released in theatres and broadcast on national television with a reach of 900k viewers; "Guercino - An Art Love Story," the second episode of the anthology series "The Emilian School" after "Carracci- The Silent Revolution"; and "The Massacre: 85 Journeys to Complete," a documentary about the Bologna massacre of 1980.

My second job is as a creative copywriter. In this role, I excel in crafting compelling and persuasive advertising campaigns, corporate videos, and social media content. I have a knack for translating client needs into effective messages that resonate with target audiences. My skills as a copywriter complement my work in film, as both require a keen understanding of storytelling, audience engagement, and creative communication. And, let's be honest, this job pays the bills better than the documentaries! (But you never can tell).

Experience

Codalunga S.r.l.
7 years 4 months

Film Director / Producer

May 2022 - Present (2 years 3 months)

Bologna, Emilia-Romagna, Italy

Documentaries written, produced and directed in 2023:

"Guercino - Uno su Cento" ("Guercino - An Art Love story")

"Quel dolore non è immobile- La strage: 85 viaggi da completare" produced for Assemblea Legislativa dell'Emilia-Romagna and Associazione fra i familiari delle vittime della strage del 2 agosto.

Creative Copywriter

April 2017 - Present (7 years 4 months)

Bologna

Expert in creating and producing advertising campaigns, corporate videos, websites and social media videos. I have transformed client needs into effective and engaging messages, strengthening brand identity and reaching the audience in a targeted and innovative way.

Si Produzioni

Creative Copywriter

May 2019 - Present (5 years 3 months)

Bologna, Emilia-Romagna, Italy

Experienced in creating and writing advertising texts, managing events, designing promotional campaigns, and writing / producing corporate videos. At Si Produzioni, I have developed effective communication strategies and high-quality content, contributing to the success of corporate projects and strengthening the brand identity.

Palomar S.p.A.

Documentary director

June 2021 - April 2022 (11 months)

Rome, Latium, Italy

Directing the long feature documentary "Bella Ciao, per la libertà" released in Italian theatres in 2022. Aired in prime time on RAI3 in April 23, 2022 with a reach of 900k viewers.

Selected at IDFA festival 2022 and Opening Film at FIPADOC in 2024.

Studio Legale Finocchiaro

Blogger + Web Content Manager + Social Media Manager

January 2010 - May 2021 (11 years 5 months)

Under the scientific direction of Prof. Giusella Finocchiaro, I managed the blog "Diritto & Internet," writing posts on topics such as copyright, privacy,

e-commerce, cybercrimes, cybersecurity, electronic signatures, e-health, e-government, and e-banking. I also handled social media and websites of the firm, designing and updating informative content and videos

Maxman coop.

Creative producer, Director, Video Editor

November 2005 - January 2021 (15 years 3 months)

Bologna Area, Italy

I directed over 40 corporate videos at Maxman Coop.

Since 2005, I have collaborated with Maxman Coop in various roles (editing, directing, and production departments) on all kinds of projects: music videos, documentaries, TV fiction, films, web videos, interactive videos, subtitles, re-editions...

Hera

4 years

Project Manager - White Bin 2016

March 2016 - September 2016 (7 months)

Bologna Area, Italy

Creative ideation and project management of the Urban Art project White Bin.

Video & Web Content Creator + Social Media Manager

2012 - April 2016 (4 years)

Bologna Area, Italy

I collaborated with the Web Communication sector of the Central External Relations Department as a consultant for the ideation and management of new web projects and improvement actions for both the company websites and the internal portal of the Hera Group. This included scouting opportunities for web content development, particularly videos, analyzing traffic, search engine indexing, and industry benchmarks.

I was also a consultant for the creation of corporate web videos from ideation to production, and for the creation/revision of text, multimedia, and infographic content for the current Hera Group website in accordance with the indications of company managers.

Additionally, I developed and managed the company's main social media profiles, supported the project planning, preparation, and coordination phases for the new Hera Group website, and provided online PR support, result

monitoring, and maintenance/updates for the company pages on social media profiles and live chats. I also managed the archive of corporate footage and the related produced videos.

Rosanna & Associati

Advertising video director

March 2015 - October 2015 (8 months)

Bologna

Direction, scriptwriting, and visuals for the video REUNION 2015 - University of Bologna

Direction of the CIICAI 2015 theatrical commercial

Direction of the CIICAI 2015 corporate video

Studiocinema

Video Editor e Production assistant (Fixeur)

March 2012 - July 2013 (1 year 5 months)

Editor for Studiocinema projects and Production Assistant for projects related to the "Euronews" channel, which required coordination for the organization of shoots and translation. (This role is called "fixeur" in French).

YOOX

Fashion Photographer

February 2010 - July 2010 (6 months)

Photographer for the online fashion catalog of the Yoox portal. The job, carried out for about 6 months, involved the standard repetition of photographing garments on mannequins or models from renowned Italian and international fashion houses. The role required the complete management of an individual photo studio.

Nauta Film per Rai Fiction

Editing assistant for TV series "L'Ispettore Coliandro"

June 2009 - July 2009 (2 months)

Episodi:

"Anomalia 21"

"Lucifero"

Nauta Film per RAI FICTION

Assistente al montaggio per serie TV "L'Ispettore Coliandro" Terza serie

September 2008 - February 2009 (6 months)

Assistente al montaggio su 4 episodi diretti dai Manetti Bros.e prodotti da Nauta Film per RAI FICTION.

Galleria Cà Di Fra - Milano

Videomaker for Art Exhibition "Joel-Peter Witkin, Ars Moriendi"
February 2008 - February 2008 (1 month)

Co-directing and editing "Joel-Peter Witkin, Ars Moriendi" - Art documentary showed at Joel-Peter Witkin exhibition at PAC - Padiglione Arte Contemporanea Milano

Nauta film per RAI FICTION

Editing assistant for TV series "L'Ispettore Coliandro"
October 2007 - December 2007 (3 months)

Editing assistant for "L'ispettore Coliandro 2", a four episodes fiction for RAI.

Comune di Formigine (MO)

Project manager of "Corso sperimentale di cortometraggi digitali"
February 2007 - July 2007 (6 months)

The course offered to 15 aspiring filmmakers from the Modena area the chance to learn basic skills in production, direction, camera operation and editing. All classes were taught by Emilia's leading film industry professionals. At the end of the course the shortmovie wrote and shooted by the student was shown in the municipality.

As director of the course I choosed and coordinated all the teachers.

I have taught "Production techniques" and I have been the supervisor during the shooting of the shortmovie.

MTV Italy

Editor Video for TV series "MTV Switch Trip"
June 2006 - July 2006 (2 months)

Milan, Lombardy, Italy

Montatrice video per l'intero programma "Mtv Switch Trip" - sezione USA.

castelnuovo panpictures

Video editor for Vasco Rossi's "E' solo un rock'n'roll show" dvd making of
January 2005 - June 2005 (6 months)

Video editor for the following Vasco Rossi singer video's "making of" : ""Un Senso", "E...", "Da Sola Con Te", "Senorita", "Dimenticarsi", "Buoni o Cattivi storyboard" for "E' solo un rock'n'roll show" dvd.

Video editor for the movie trailer "E' solo un rock'n'roll show"

Education

Università di Bologna

master degree (5 yrs), Scienze della Comunicazione

Universidad de Deusto

Erasmus Program, Comunicaciòn

British Council

FCE, English

Liceo Classico "L.Galvani"

Diploma di maturità, ancient languages and literature

Fondazione Bottega Finzioni

Author of film and serial fiction, Film/Cinema/Video Studies · (January 2017 - July 2018)