

LAURA BARANI

PLANNER FOR VIDEO AND EVENTS
WITH EXPERIENCE IN FINANCIAL MANAGING
COMPANY MANAGEMENT AND COST CUTTING



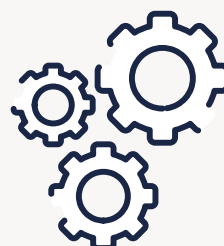
STUDY

- Scientific Lyceum - Reggio Emilia
- Unibo - DAMS Cinema - Bologna
- Annual Courses of Screenplay - Year I and II - Unibo - Rimini
- "Ipotesicinema" school of cinema - Ermanno Olmi - Bologna
- Master in film and TV Production and Planning - St. Martins Central College - London UK
- Production and Organization of Music Events - Reggio Emilia
- Making a Business plan - Aldini Valeriani - Bologna
- Marketing on the web - Aldini Valeriani - Bologna

Main job Experience in Mechanical Sector

Reggio Emilia

In 2009, I returned to my homecity after years away to deal with the **modernisation and reorganization of family company**. Tertiary company with retail and wholesale **spare parts for tractors** founded by my grandfather in the '50s. I took care of the reorganization of the personnel (with 23 permanent and 4 seasonal employees) of the optimization of the relationships with the suppliers of services resulting in lower consulting costs and **improved efficiency** corporate. I managed **relationships with banks** and improved our credit terms. I put under the plants, aligned the company with the rules on privacy and **Decree 81**. Especially I dedicated myself to **upgrading the computers part** by going from a closed and obsolete system to an interactive and interconnected system not only between the various business operators but also with the customers, which could count on a fully functioning **e-commerce system** and updated to real stocks every hour. After years of hard work I succeeded, thanks also to effort and collaboration of all, to make the company attractive on the national market and competitive on the International market. My experience in **"Barani Natale e Figli Srl"** has happily concluded with the sale of the company to the multinational **"ITR USCO Spa"**.



CONTACT AND INFO

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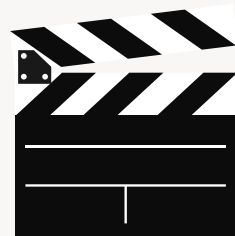
 Reggio nell'Emilia (IT)

 30 / 01 / 1976 in R.E.

SKILLSET

I am an expert in the organization of filming audiovisual and management control. My experience in cinema and management company allows me to manage the product, from the beginner phase to the final reporting.

Main Job Experiences in Video Production and Organization



2002-2005 Bologna, Rome, Rimini

- Assistant director / videoclip "no fun" directed by Carlo Strata
- Production assistant / "bliss jewels" Vasco Rossi directed by Stefano Salvati
- Organization / "tutti corrono" for Gillette Groupe Italy by Filippo Cesari
- Production Director / "latest screening" campaign directed by Tania Pedroni
- Production / "Sergio Citti a Ostia" for Zenzero Roma aired on RAI 3
- Production director / "alla mia cara" a film by Niccolò Manzolini
- Production and casting assistant / "It's just a rock'n roll show" video movie by Vasco Rossi and Stefano Salvati with Franco Nero and Andrea Lehotska.
- Assistant casting / "Da zero a Dieci" a film by Luciano Ligabue , Fandango Srl

2006-2009 London, Venice

- Ideation, direction, editing / "Vidal Sasson spring-summer 2006" advertising campaign
- Vidal Sasson school, London
- Production Director / "Steve Edward's promo" Angry Sumo Production, London
- Ideation and direction / "Venice International University TEN Division" institutional, Kublai Film
- Ideation and direction / "VIU" campaign for foreign markets of the International University of Venice. Kublai Film
- Executive production / "awareness campaign "midollo osseo e ombelicale" directed by Andrea Fazzini, Kublai Film
- Coordination of ENG troupe for events and film exhibitions.
- Coordination and location scouting / "BBC Francesco's Bella Italia, episode on Venice
- Coordination and direction of works / presentation of the album "FLY" by Zuccchero Fornaciari
- Coordination and direction / author's paints on the biennial architecture of Venice , Kublai Film
- Executive production / "murano collezioni" video showroom
- Production Director / "Adele" short film by Andrea Fazzini
- Production Director / "Venezia Gran teatro del mondo" docu-fiction by Alessandro Bettero, available on Rai Replay
- Assistant Director of RAI Stage of the Theatre Performance / "One of the last evenings of Carnovale" comedy written by Carlo Goldoni
- Director assistant / "Canon powershot sx10" commercial, Canon Italia
- Direction and editing / "l'edonista" short film finalist at the Piacenza film festival

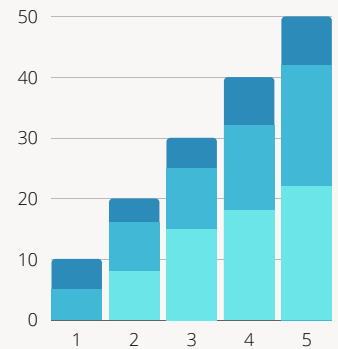
2017- Present Reggio Emilia

- Production assistant, "Made in Italy" directed by Luciano Ligabue, Fandango Srl
- Tutor / school Demetra Training in collaboration with PALOMAR Spa. Tutor with presence of the courses that PALOMAR has realized in Reggio Emilia: writing, production and management of the audiovisual industry. Courses sponsored by the RER and the ESF. Among my duties were the organization of the course and reporting in the Region.
- Accomodation for "The War is Over" tv series produced by PALOMAR Spa directed by Michele Soavi.
- Unit Production Manager for "VELENO" Docufiction directed by Hugo Berkeley inspired by homonymous podcast by Pablo Trincia. Produced by FREMANTLE ITALIA available on Amazon Prime Video.
- Videomaker for videos destined to the promotional market on social networks.
- Account for Sinner Film srl for a new age of brand identity communication.

Organization and management skills:

I have a natural attitude to organization and management in general. Often these skills have been my point of strength and departure. I have often organized not only my daily work but also that of my assistants and colleagues, Sometimes finding functional and original solutions to problems that inevitably arise where there are many people work different Professionalism.

I do my best when I have an ambitious goal to achieve and especially when there is collaboration and great confidence with colleagues.



Spoken Languages:

English: Intermediate level with technical vocabulary in cinema and mechanical.

French: Scholastic but sufficient for preliminary scouting operations and permits.

Digital skills:

Main social networks, office package, enterprise network management bases for PC and MAC, win server pack, firewall, privacy policy management.

Company and personal website updates, with content management management. E-commerce sites with user profiling and customer service assistance, programming bases HTML5.

I have video editing experience with different programs, currently using VSDC PRO.

Extra:

I like team sports and yoga. I know riding horse and I volunteered at the Red Cross. I like the figurative arts and I delight in photography. I love traveling by organizing my own routes, looking for the Less beaten streets that take me to unexpected places. I write projects for cinema and TV. I love going to art shows and film festivals, meeting creative people . I like new technologies and science. As a child I used to play with tractor spare parts and mechanics always fascinated me. I dream to see the earth from space with my own eyes.