



JOANA
FRESU DE
AZEVEDO

PROFILE

Africanist by formation, for several years now she has transformed her passion for cinema in her job. Coordinator at Porretta Film Festival and collaborator in different film festival, member of the AFIC – Associazione Festival Italiani di Cinema board. She focuses on promotion and social media strategy for the distribution of short films. She works and writes for different websites focusing on film culture.

In her free time (what remains in the almost impossible mix between a job and being a mother) she relaxes with movies, TV series, comic and books and knitting.

CONTACTS

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SOCIAL MEDIA ACCOUNTS:

Facebook: @joanafresudeazevedo
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EDUCATION

Faculty of Political Science "R. Ruffilli", Master's Degree in International and diplomatic sciences (University of Bologna – Forlì branch)

October 2006 – July 2008

Final evaluation: 103/110. The aim of this course is to provide the graduates not only with a solid core curriculum, but also with knowledge of economics, business, politics, history, linguistics and computer science, in order to analyze, understand, evaluate and tackle issues related to international political and economic phenomena.

Faculty of Political Science "R. Ruffilli", Bachelor's Degree in International and diplomatic sciences (University of Bologna – Forlì Branch)

October 2002 – March 2006

This course offers expertise in analysis and in comprehension of the principal issues regarding European and international history, economics and politics.

WORK EXPERIENCE

Filmaltrove.it – Founder and Chief Editor

January 2022 →

The online editorial project Filmaltrove.it (www.filmaltrove.it) focuses on film criticism and analysis, with particular attention paid to new film and serial releases and with reportages from some of the most important national and international festivals. It also features a space dedicated to some independent cinemas in Italy, by showcasing their weekly programming.

Porretta Film Festival - Coordinator

June 2020 →

For the Porretta Cinema Association, Joana coordinates the activities regarding the Porretta Film Festival and the Petri Award. She is in charge of the programming in collaboration with the Festival artistic direction, of the preparation of public calls for funding, of the organisation of projects with schools and direct contact with the authors, producers and distributors selected for the Festival. She coordinates the activities of Petri Award Jury and of the events related to it, the online and streaming events, the insitutional relations within AFIC – Associazione dei Festival Italiani di Cinema.

AFIC – Associazione Festival Italiani di Cinema – Member of the Board

May 2019 →

Elected as a Board member for the biennium 2019-2021 and for the triennium 2021-2024, on behalf of the associated Festivals Sedicicorto Forlì International Film Festival and Porretta Film Festival

MYRELOAD – Platform coordinator

February 2021 →

On behalf of the artistic direction of the platform (curated by Sedicicorto Forlì International Film Festival and ShortS International Film Festival) and its technical partner (MYMOVIES), Joana is responsible for the coordination of MYRELOAD, starting with the pianification of the launch strategy (in April 2021), to managing contacts with authors, distributors and producers in order to acquire the titles of interest and the social media and press promotion, other than interviewing the authors present on the platform to promote MYRELOAD.

Sedicicorto Forlì International Film Festival - Coordinator

October 2017 → October 2021

Coordinator for one of the most important film festivals focused on short films. She is in charge of the planning and management of events, other than of the activities regarding cultural promotion in the most important international markets (Marché du Courtmétrage de Clermont-Ferrand, Krakow Film Festival, Torino Short Film Market, Mostra Internazionale di Arte Cinematografica di Venezia), during which she also signs agreements and partnerships with other international festivals, distribution and production companies and broadcasters. Preparation and control of municipal, regional and ministerial Calls for funding and for what concerns the MEDIA – Creative Europe Program. In charge of accommodation for the guests. Planning and organization of the professional meeting Cineworker, which contain masterclasses with the most important national and international short film distribution companies, film critics, production companies and short film festivals. In charge of the communication strategy through the festival's social media channels (Facebook, Instagram, Twitter). Press office. Coordination of relations with FEDIC – Federazione Italiana dei Cineclub, where she is also in charge of the social and press promotion for the first edition of the Italia Film Fedic Festival. Social and press promotional and coordination of the event for the presentation of the short film "Rwanda" during the Mostra Internazionale d'Arte Cinematografica di Venezia, in collaboration with Giornate degli Autori.

SFC – Short Film Conference – Member of the Board Consiglio Direttivo

February 2019 – October 2021

Member of the board on behalf of Sediciorto Forlì International Film Festival, with delegation to the associated festival in the Mediterranean area.

Film Promotion

February 2020 →

In charge of the social promotion and press activities for a number of short films, also offering artistic and distributional advice to the authors. Among the films: "Specchio" (Caterina Crescini); "Klod" (Giuseppe Marco Albano); "Accamora" (Emanuela Muzzupappa); "La confessione" (Benedicta Boccoli).

Preparation of Calls for funding

January 2018 →

For a number of national film-related initiatives, she offers support for the preparation of the materials needed to participate in national (municipal, regional and international) and international (MEDIA project) calls for funding.

Kontainer16.com – Curator and writer

January 2018 → October 2021

Creator and curator of the film web-magazine by Sediciorto Forlì International Film Festival. Author of more than 180 articles, ranging between reviews of feature and short films, tv series, reportages from some of the most important national and international film festivals, essays on important players in film history, other than curating interviews with authors and professionals.

SKILLS

Linguistic knowledge:

- **ENGLISH:** Comprehension – C2; Written – C2; Spoken – C2
- **FRENCH:** Comprehension – C2; Written C2; Spoken – C2
- **SPANISH:** Comprehension – B1; Written B1; Spoken – B1
- **PORTUGUESE:** native-speaker
- **ITALIAN:** native-speaker

Organizational skills and competences:

Excellent in individual, team and multicultural work. Autonomous in the management of her work. Extremely attentive to what concerns the treatment of sensible data and confidentiality on the data supplied.

Computer skills and knowledge:

Excellent knowledge of the Office Package. Good knowledge of the Internet programs (Internet research, E-Mail exchanges) and excellent knowledge of the main social medi (Facebook, Instagram, Twitter). Good knowledge of coding and of simple image editors (Canva).