



Pietro Borzi
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HEAD OF CONTENT PRODUCTION | CREATIVE DIRECTOR | MEDIA PROJECT MANAGER

Dynamic and results-driven content leader with 10+ years of experience in developing and managing high-impact audiovisual productions for advertising, television, and digital media. Proven ability to lead creative teams, develop content strategies, and oversee end-to-end production for global brands. Passionate about storytelling, innovation, and emerging technologies in content creation. His work has been featured in top digital publications, including Vogue, Pitchfork, Repubblica, Rolling Stone, POST, MTV, Wired, and Vice, among others. Over the years, he has collaborated with renowned international brands, such as Mediaset, Vogue, Leica, Molinari, Nike, Barilla, Caviro, Bally, National Geographic, Zanichelli, Coop, Timberland, Unipol Banca, Hera, Royal Canin, and many more.

Professional Experience

Head of Production

Factanza Media - Italy // Apr 2025 - present

Content Strategy Development | Team Leadership & Management | Project Management | Budgeting & Cost Control | Client & Stakeholder Relations | Workflow Optimization | Concept Development | Creative Problem Solving | Creative Direction of Content

Head of Content Production

Atlantide Studio - Italy // Feb 2021 - present

Content Strategy Development | Team Leadership & Management | Project Management | Budgeting & Cost Control | Client & Stakeholder Relations | Workflow Optimization | Concept Development | Creative Problem Solving | Creative Direction of Content | AI-Driven Content Production

Creative Director and Media Production Manager

Gruppo Mediaset - Milan, Italy // Feb 2019 - Jan 2021

Leading the Creative Direction of Web Formats (Mediaset Play, PlayCult) | Overseeing Pre-Production, Production, and Post-Production Workflows | Managing Budgets, Timelines, and Resources for Digital and Broadcast Projects | Developing Original Formats for digital platforms | Innovative Multimedia Strategies to Enhance Audience Engagement | Managing Multidisciplinary Teams | Supervising the Creative Process

Creative Director and Producer

Dogntree Production - Italy // Jul 2012 - Jan 2019

Managing Advertising Campaigns from Brief to Post-Production | Overseeing Project Timelines, Budgets and Resource Allocation | Ensuring Brand Consistency across Digital, Video and Multimedia Projects | Developing and Executing Creative Strategies for Advertising Campaigns | Writing and Ideating Compelling Brand Narratives and Video Concepts | Directing and Producing High-Quality Multimedia Content

Multimedia Specialist

Radio Città del Capo - Bologna, Italy // Apr 2009 - Jun 2012

Formation & Leadership of Creative Teams | Concept Development & Strategy Creation for Advertising Campaigns | Brand Storytelling & Scriptwriting for Digital and Broadcast Media | Cross-Platform Content Optimization for Radio, Video, and Social Media | Direction & Production of Videos

Education

Creative Director

ILTE Magazine - Bentivoglio, Italy // Jan 2010 - Jul 2011

Content Strategy Development | Team Leadership & Management | Budgeting & Cost Control | Client & Stakeholder Relations | Workflow Optimization | Concept Development | Creative Problem Solving | Creative Direction of Content

Journalist and Speaker - Stage

Radio Città Fujiko - Bologna, Italy // Nov 2008 - Dic 2008

Radio Speaker & Content Creator | Content Creator for the Radio Website

IED - Milan, Italy

Master's degree in Cinematic Photography 2013

IED - Milan, Italy

Master's degree in Documentary Filmmaking 2012

Alma Mater Studiorum - University of Bologna, Italy

Bachelor's degree in Communication Sciences 2010

CEU - Universidad Cardinal Herrera of Valencia, Spain

Erasmus Placement 2009

Skills

CONTENT & CREATIVE TEAM MANAGEMENT

PROJECT PLANNING & DELIVERY

BUDGET MANAGEMENT & COST CONTROL

PRODUCTION WORKFLOW OPTIMIZATION

CLIENT & STAKEHOLDER MANAGEMENT

STRATEGIC MEDIA PLANNING

CROSS-FUNCTIONAL TEAM LEADERSHIP

CREATIVE DIRECTION & SUPERVISION

DIGITAL INNOVATION & EMERGING TECHNOLOGIES

CORPORATE & BRAND COMMUNICATION

Languages

ITALIAN Native

ENGLISH Advanced

SPANISH Advanced