

Riccardo Bassi

+39 347 1842063 • bassir1994@icloud.com • Milan, Italy

VIDEO PRODUCER & VIDEO EDITOR

Skilled video producer with a proven track record of 5 years in the industry, collaborating with 25+ diverse clients to create captivating content. Proficient in Adobe Premiere, Photoshop, and Lightroom. Known for precise communication and meticulous attention to detail. Demonstrated success in effectively managing complex projects with budgets surpassing 30k€. Dedicated to delivering impactful, high-quality content that connects with audiences.

PROFESSIONAL EXPERIENCES

Freelance activities

June 2020 - Ongoing

Content Creator, Video Producer & Video Editor

- Produced, shot, and edited online video courses for various entities (**IULM AI Lab, Silvia Molinari**) resulting in over *500 enrollments*;
- Directed in-studio video shoots for more than *15 different social media projects*, utilizing green screens to enhance visual impact;
- Conceptualized, produced, and edited promotional videos for local authorities (**Visit Alta Val d'Arda, Visit Emilia Romagna**), driving a *120% increase in online engagement* and generating a *15% growth in tourist inquiries*. Crafted graphics and animations to enhance brand recognition;
- Provided video coverage and editing for high-profile events, concerts, and theatrical productions (**Bleech Festival - 5000+ attendees, Concorso Film Festival - reaching over 50k users in a week, Concorso Internazionale San Colombano, Manicomics Teatro**);
- Scripted and storyboarded commercial videos after extensive discussions with clients and product owners (**Generali Italia, Regione Emilia Romagna**), targeting diverse video formats;
- Offered technical audio and video support for events and conferences (**WWF Italia, Legambiente**), including live streaming on social media platforms;
- Created and strategized social media videos for local and national electoral campaigns (**Europa Verde and Alleanza Verdi Sinistra**), resulting in the successful election of a party member *for the first time in over 30 years*.

Liceo M. Gioia

April 2022 - Ongoing

Teacher

- Facilitated courses designed to prepare high school students for **ICDL certification** - *85% success rate*;
- Conducted classes on history and film language, video editing workshops (**Adobe Premiere**), and the production of audiovisual materials (**short films and documentaries**) for high school students.

Chef in Camicia S.R.L.

September 2020 - May 2022

Freelance Videomaker & Video Editor

- Orchestrated and filmed video recipes for social media in-studio, achieving *over 250k views per video*, while overseeing set preparation with lights, cameras, and microphones, and managing talent during shoots;
- Strategized and executed shoots in outdoor locations for culinary videos, partnering with renowned clients such as **LIDL, La Molisana, Iginio Massari, and Hamerica's**;
- Edited social media content using **Adobe Premiere**, including audio fixing and color grading, collaborative designing of animations and graphics, and creation of subtitles, resulting in an average of *150k impressions per content piece*;
- Captured and edited photographs of final recipe products, utilizing **Adobe Lightroom** for post-production refinement.

Miyagi S.R.L.

September 2019 - August 2021

Production Assistant

- Co-ordinated the pre-production of commercial audiovisual products for esteemed clients including **Sephora, Intesa San Paolo, Alpro, Autostrade, and Amplifon**. Assisted the drafting of production plans, production schedules, management of equipment rental agreements, scouting of locations, and budget preparation;
- Co-directed the management of the set during shooting days, overseeing a *team of over 30 members* and coordinating on-site talent. Responsible for on-set procurement and material unloading at the conclusion of shoots.

Made S.N.C.

September 2015 - August 2017

Junior Copywriter & Web Editor

- Generated websites and social media content, comprising text creation and small graphic design using **Canva, Adobe Illustrator and Photoshop**;
- Edited and optimized web pages and websites using **Wordpress, HTML, and CSS**;
- Developed and oversaw advertising campaigns on Instagram and Facebook using **Hootsuite**, alongside drafting and distributing newsletters via **Mailchimp**, with *more than 1.5k subscribers*;
- Conducted product photography sessions and subsequent photo editing using **Photoshop and Lightroom**.

EDUCATION

Scuola Holden

Specialized Master's Degree in Cinema & Performing Arts

September 2017 - July 2019

Università degli Studi di Pavia

Bachelor's Degree in Communication and Media

September 2013 - July 2017

LANGUAGES

ITALIAN

Mothertongue

ENGLISH

Lev. C1

FRENCH

Lev. B1

TECHNICAL SKILLS

Video Editing
Video Shooting
Color Grading
Color Correction
Green Screen
Knowledge of audio systems
Animations & graphics

Scriptwriting
Storyboarding
Set arrangement
Light positioning
Outdoor shooting
Crew management
Cinematographic techniques

Management of production
Production plan drafting
Production schedule drafting
Budget drafting
Talent management
Client relationships
Social media content

SOFTWARES

Adobe Premiere Pro
Adobe Photoshop
Adobe Illustrator
CupCut

Adobe After Effect
Adobe Lightroom
Da Vinci Resolve
Celtx

Microsoft Office
Ableton Live
Canva
WordPress

SOFT SKILLS

Creative thinking and writing
Efficient time management
Analytical thinking
Collaboration

Adaptability
Detail-oriented approach
Effective problem-solving
People management

Strong communication skills
Active listening ability
Inquisitiveness
Commitment to ongoing learning

CERTIFICATIONS

Certificate of Proficiency in English

Council of Europe Level C1

Workshop in Cinematographic Production

Management techniques for audiovisual industry
Regione Emilia Romagna

OTHER PROJECTS

Ex(cept) MOI

September 2021

Documentary Film

Screenwriting & Production

Portfolio ([Link](#)) 