



ANTONIO GIOVANNI MASIELLO

author - director

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Place and date of birth:

Italy - Torino, 23/06/1977

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CAREER SUMMARY

2016

- **Conception, production and direction of [PSA for Stelo Onlus](#)**
- **Write [articles](#), [reports](#), [reviews](#) and [photos](#) for film, music and culture magazine**

2015

- **Production, shooting and direction of [Visit California Event at U.S.A. Pavillion EXPO 2015](#)**
- **Conceive and realize script of brand new movie [Trill-Her](#) with [teaser](#), [promo](#), Indiegogo campaign and [website](#)**
- **Conceive and realize 2x30" commercials for Gorgonzola IGOR: [IGOR Volley IGOR](#)**
- **Conception, production and direction of videoclip [Click Clack – Urban Flava](#)**

2010 – 2014

- **Conceive [Corporate](#), [Emotional](#) and [Convention](#) videos for [Punto Service](#)**
- Director, screenwriter and producer at Rai Educational – Storia**
- **Author, producer and director of [doc](#), [ident](#), [adv](#), [filler](#), [viral campaign](#) and [brand new formats](#)**
 - **Art director** to developing visual identities of [new tv schedules](#)
 - **Italian referent** for the **international campaign** against poverty - [Why Poverty?](#)
- Production of deeping schedule and talk-show for every documentary

2013

Conception, production and direction of [Avanti Ragazze!](#) a promotional video for **Quirinale della Repubblica Italiana**

2012

- **Video production manager** and director of ledwall for the **live concert** - ["The Cure" Robert Smith \(www.barleyarts.com\)](#)
- **Conception and direction of the videoclip ["The Bad Day"](#) by 6008 Days**

2010 – 2006

Co-chief editor for music channel **Live!** (Sky IT) at **Digital Magics**

Director e Senior Production Manager for **Live!** and **Musicbox** (Sky - Italian tv channel):

- **Start-up** digital tv channel **Live!** with **Dolby Digital audio 5.1**
- **Director** for [Grammy Awards](#) live from the Staples Center of Los Angeles (ITA vers. with talk-show), aired on Musicbox and LIVE! for 3 seasons
- **Director and Head of production** at Music Box and Live
- **Creative director** for brand new [Cross Promotion](#) of Musicbox and Live (Sky Italy)
- **Conception and production of [new tv-format](#)**
- **Conception and director** for the institutional video of **Auditorium Parco della Musica – Fond. Musica per Roma**
- **Director and production of brand new format [Music on the Road](#) - "product placement" for**

New Clio Renault

- Conception and director for **Specials, Promo, Monographies** of music groups, artists and actors (Afterhours, Enrique Iglesias, Caparezza, Tiromancino, Giancarlo Giannini, Negrita, Lady Gaga, Loco Dice etc.)

- Director and producer for **new video formats** to **Alitalia Flyairlines Spa**

- Conception, scripwriter and director of **new animation (step-one) format "Gate Ø"**

2008

- Author and director of the weekly movies program **Cinebox** aired on MusicboxTv

- Creative and director for the advertising campaign of **Sony "Singstar3"** (adv, promo, contest)

- Idea and director to the institutional video "Good Practises" (dur. 15') for the **Italian Ministry of**

Labour and Health

- Creative and director for **commercials** of **Auditorium Parco della Musica** and **Musica per**

Roma Foundation

- Director, Dop and editor for tv adv and **music documentary** of "**Dissonanze08**" (electronic music festival)

- Idea and direction of **music videoclip** Manola Monslehi "Sono ancora qui"

2007

- Author and creative director for the **promotional video** of **figurative artist**

www.gioacchinopontrelli.com

- Conception, director and editor for the institutional video of opening "**A.N.A.S./G.R.A.-Rome**" for the **Presidenza del Consiglio dei Ministri**

- Ideation, production and direction of individual Lucia Warck Meister's **video-show** at

Galleria d'arte Z20 (www.z2ogalleria.it) in Rome

- Director and editor of new tv format "**Tvirus-CameraOscura**" by **Oliviero Toscani**

2006

- Film editor with **Francesco Malvestito** (David di Donatello with **Ettore Scola**) of the movie "**Terapia Roosevelt**"(35mm); **Post-production supervisor** and **dubbing director** of the on-line master

- **Director** and **editor corporate** video promo for **Istituto Finanziario dei Comuni d'Italia**

- **Conception, production** and **director** of the music video "**Ancora,ancora,ancora**" - **Mr.Mojo**

2005

- **Editor freelance** for Euroscena, Eta Beta, Primo Piano, NTC, M.A.V. and many others **Rai, Mediaset, SKY's** service and productions

- Conception and editing of **Gruppo Toscano Immobiliare convention videos**

2004

- Director and editor for "**The History of the Olimpyc Games**" by Sandra Carter Production and **ESPN**, aired on **CBS**

2003

- **Editor freelance** at www.magnoliatv.it a **Zodiak** media company (many productions)

- **Editor fly case** and **sound designer** for the **European Broadcasting Unit – EBU** (BBC,RTL)

2002

- **Senior video editor** at **Reportage Television Studio** a post and production video service that realize adv, daily schedules and formats for public italian tv channels and more ([Ombre sul Giallo](#), [Geo&Geo](#), [Porta a Porta](#), [La grande storia](#), [Ulysse](#),[La Storia Siamo Noi](#))

2001

- Author and director of **Earthquake's Metaphor**, a short video selected for **TFF Torino Film Festival** - Spazio Torino

- **Sound designer and phonic** for the teatrichal production «Io e Blue» a piece of Barbara Altissimo, started-off at Portovenere Festival (SP)

2000

- **Video editor** at Post625 (**Euphon Group**) worked for Harold, Armando Testa, BGS D'Arcy, RedCell, Ferrero, FIAT, Leo Burnett, JWT and many more

- **Video technician** at Gierrevideo (installation and design audio-video projects)

1999

- **Press office** at **ARCI** (Cultural and recreative association)

SKILLS AND COMPETENCES

- Production managment
- Media production
- Planning projects
- Operating Systems on Macintosh/Apple and Windows platform
- Microsoft Office packages

- Adobe (Creative Cloud)
- Avid Media Composer/Symphony/Nitris|Ds editing e compositing
- Final Cut Pro
- Discreet Combustion – Particle Illusion - Inferno
- Cool Edit Pro/Sound Forge (audio editing)
- Conversion an compression of digital video formats

EDUCATION

**2016 Intensive workshop on PRODUCTION for doc and movie at [Stefilm International](#)
2016 Workshop at Centro Sperimentale di Cinematografia on "Crowdfunding and production at the era of sharing economy"**

1997-1999 University courses at Department of Art, Music and Entertainment

1992-1997 Diploma in Electronics and Telecommunications (Torino, 1997)

PERSONAL INTEREST

Searching for truth, photography, movies, literature, music, art, boxe

"Autorizzo il trattamento dei miei dati personali, ai sensi del D.lgs. 196 del 30 giugno 2003" Antonio Masiello