



## PERSONAL INFORMATION


## Raffaella Scarpetti



 Milan (Italy)

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main skills: entrepreneurial, motivated, organized, creative

## WORK EXPERIENCE

03/2023–01/2025

**Producer Freelance**

Poltronesofa, Accenture Song, Leagas Delaney, VA consulting, Mai Tai.

03/2017–02/2023

**Head of Audio-visual production**

Prodigious, Milan (Italy)

- Working with all clients for advertising audio-visual production, in particular: Heineken, Ferrero, Mondelez, Coca-Cola, Mc Donald's, Procter&Gamble, Netflix, Bolton, Enel, Stellantis, Renault, Asai, Eurospin, Nivea and many others .
- Overseeing company day to day operations
- Developing new areas of business as internal production and post-production
- Executing global business vision and strategy and applying it to the local market implementing what is needed to reach company goals
- Ensuring results in terms of creativity/quality and profitability
- Direction and management of the producers', audio-visual production, and post-production team
- Developing and analysing creative projects how to be handed in on time, quality and within budget
- New business and contracts with clients
- Agreements and contracts with partners and suppliers
- Assisting forecasting of income and costs
- Team building, nurturing and growing team's capabilities
- Processes and efficiencies while maintaining excellent service to clients
- Business development and following finance/administrative aspects of the business

06/2013–03/2017

**Head of TV automotive**

Saatchi & Saatchi EMEA for automotive, Milan (Italy)

Handling centrally all Toyota advertising audio-visual productions for Europe with Account/Creative and producers' team

03/2010–03/2017

**Head of TV**

Saatchi & Saatchi Italy

- Developing production scenarios with Creative team and Account team
- Resource planning of personnel, technology, space, etc.
- Partners with Production Houses/directors to create production plans that support creative goals while balancing business needs in producing Audio-visual deliverables as TVC, Adaptations, Radio etc.
- Audio-visual production management: budget writing, schedules, cost reports, etc.
- Developing new business areas as Post-production

2007–2010 **Producer**

J. Walter Thompson Milan-Rome

- Developing production scenarios with Creative team and Account team
- Resource planning of personnel, technology, space, etc.
- Partners with Production Houses/directors to create production plans that support creative goals while balancing business needs in producing Audio-visual deliverables as TVC, Adaptations, Radio etc.
- Audio-visual production management: budget writing, schedules, cost reports, etc.

09/2005–10/2006 **Head of TV**

Saatchi & Saatchi, Milan (Italy)

- Develops production scenarios
- Resource planning of personnel, technology, space, etc.
- Partners with Development to create production plans that support creative goals while balancing business needs
- Oversees production management: budget writing, schedules, cost reports, etc.

06/2003–10/2005 **Communication marketing manager**

INDUSTRIE PICA SPA, Pesaro Urbino (Italy)

- Creating marketing plans
- Managing the marketing budget
- Developing marketing materials to generate sales lead

1994–2005 **Producer in production companies: Central, Haibun, Movie Magic, Filmmaster, (h) films**

- Adv film Directors' research and development
- Handling Production pitches
- Managing the advertising audio-visual production, post-production and reconciliation of costs

EDUCATION AND TRAINING

1990–1993 **Degree in art direction, communication and advertising**

1993 **Communication, Commercial and Advertising Art**

West Thames College, London, UK

**Programming and Economics High school degree**

Pesaro, Italy (exchange student in Perth -ASF- Hampton senior high school)

PERSONAL SKILLS

main skills: entrepreneurial, motivated, organized, creative

**Mother tongue(s)**

Italian

## Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

- Appartenente alle categorie protette ai sensi di legge 68/99;