Matteo Carruozzo



CREATIVE PRODUCER | VISUAL STORYTELLING & PROJECT MANAGEMENT

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PROFILE

Creative producer and director with 10 years in documentary and institutional film. In every brief I look for the real story, the one the client has not yet put into words, and I build the project around it. I run each production from concept to distribution: I write the script, plan the budget, lead crews of up to 8 people and direct the shoot. My work includes the hero film for Ca' Foscari University of Venice and a fundraising campaign for the Benedetto Marcello Conservatory that raised €62k against a €20k target.

EXPERIENCE

Director & Content Producer (freelance) — 2016 – present

Over nearly a decade of independent practice, I have directed and produced **institutional**, **documentary**, and **promotional** content for universities, public authorities, and cultural institutions across Italy. Each project has involved **full-pipeline ownership**—from creative concept and scripting through filming, post-production, and distribution—**coordinating multidisciplinary crews** of up to 8 people and **managing budgets** ranging from €5k to €20k.

Relevant case studies:

Hero video – Università Ca' Foscari of Venice | Director and Producer — **2025**

• Directed the **institutional Hero Video** for one of Italy's most prestigious universities, tasked with translating the university's core identity, "Value in Plurality", into a single, definitive visual statement, which was to become the cornerstone asset of the University's entire communication strategy.
• Managed a **compressed production timeline**, maintaining creative and technical standards under significant deadline pressure.
• Navigated the **complex logistical challenges** of multi-location filming across Venice coordinating crew, permits, and scheduling across shifting urban constraints.
• Produced a **dual-purpose asset**: a values-driven narrative for institutional audiences and a versatile communication tool deployed across all of the University's channels and touchpoints.

Budget managed: **15.000€**
Team size coordinated: **7 people**
Number of deliverables: **1** Hero Video; **5** vertical shorts format videos
On the video's performance: **360.000+** on the official University's YouTube channel.

North Adriatic Sea Port Authority - Ports of Venice and Chioggia | Director and Producer — **2024**

• Directed and produced a high-stakes **institutional video** for one of Italy's major port authorities, designed specifically for a professional **B2B audience** in the nautical and port industry.
• Led a 8-person crew through a 20-week full-pipeline production—from concept development and scripting to filming, editing, and final delivery.
• Delivered a single, precision-crafted asset built to **perform in the most demanding context**: live trade show environments, where attention is scarce and first impressions are permanent.

Budget managed: **15.000€**
Team size coordinated: **8 people**
On the video's performance and results: selected for active deployment at industry trade shows as the authority's official representation tool—a direct validation of the video's effectiveness as a communication asset.

Venice on top for the Benedetto Marcello Conservatory | Creative Producer **2021 – 2023**

• Delivered a full-scale 2-year content campaign on a constrained budget of €10.000, generating €62.000+ in donations.
• Built and managed the entire content production pipeline for the **fundraising campaign**.
• Scripting, filming, and editing of **documentaries** and related **promotional assets**.
• Ensured narrative consistency across **8 deliverables** spanning **two production years**, from scripting to final cut.
• Collaborating with the spokespersons of the cultural institution, alongside the external providers and stakeholders.

Budget managed: **10.000€**
Team size coordinated: **4 people**
Number of deliverables: **1** fundraising video; **2** promotional videos; **2** videos of concerts; **3** video interviews, and photographic material.
On the video's performance: **30.000** organic views across different channels, and the campaigns averaged a remarkable **0,06€ CPC** (96% below industry benchmark).
Fundraising's results: target €20.000, raised **€62.000.**

Fast & Furious 10 (Universal Pictures) | 2nd Assistant Camera **2022**

• Selected as **2nd AC** on the second unit of Fast X, one of the highest-grossing Hollywood franchises, during 4 weeks of on-set production in Turin.
• Embedded within the **GoPro unit**, responsible for the placement and operation of cameras in high-intensity, fast-turnaround shooting conditions.
• Gained direct experience working within a **large-scale international film production pipeline**, coordinating with senior crew across departments.

Yoga studio, Venice | Paid Ads Manager **2018 – 2019**

• Planned and ran **paid campaigns** on Facebook and Instagram with Meta Ads Manager and Meta Business Suite. The goals were brand awareness, customer acquisition, event sign-ups and the opening of a new studio.
• Shot the studio's **video courses**, **promo videos** and **photographs**, using DaVinci Resolve, Lightroom and Photoshop.
• Learned the **business side of commercial production** and a **marketing mindset** that I still use today.

Horse Country Resort Congress & SPA | Marketing & Media Specialist **2016 – 2017**

• Designed and implemented the brand's full integrated **communication strategy** across **online and offline** channels, establishing a coherent visual and narrative identity from the ground up.
• Produced all **audiovisual** and **photographic** content for promotional campaigns, combining creative direction with hands-on production across multiple formats.
• Built and managed the company **website**, taking ownership of both the editorial strategy and the technical execution.
• Developed **commercial strategies** for product launches, identifying market positioning and translating it into actionable communication plans.
• Cultivated and managed **partnerships with key local stakeholders**, expanding the brand's presence and relevance within the regional hospitality and events ecosystem.
• Led internal marketing and sales team briefings, aligning cross-functional teams around campaign objectives and brand direction.

EDUCATION

Università Ca' Foscari, Venice **2021 – 2022**

Professional Master's in Filmmaking

October 2020: Assistant Director on the documentary *Conversation Stories*, a production commissioned by Venice in Peril, the British foundation dedicated to the preservation of Venice's cultural heritage.
Jan – Feb 2021: Video Assist within the camera department for *Across the River and into the Trees,* the feature film adaptation of Hemingway's novel, gaining direct experience on a full-scale international fiction production.

Accademia Albertina di Belle Arti, Turin **2013 – 2016**

Bachelor's Degree in New Art Technologies

Thesis: *Together: Contemporary Paradigms in Artistic and Cultural Creation*. Grade: 110/110 cum laude.
May 2015: Jury Award for *Corto in Accademia*, Academy of Fine Arts of Macerata. Received the first prize at the national short film competition *Corto in Accademia* for the documentary *Radio Siani: il megafono dell'antimafia*, a documentary on the work of an anti-mafia radio station in Italy. Selected as a finalist among entries from fine arts academies across the country.

MOST RECENT SELECTED WORKS

Value in Plurality, Hero Video – Ca' Foscari University of Venice | 2025 | Director and Producer | Watch it here
Promotional & Institutional Video – Port Authority of Venice and Chioggia | 2024 | Director and Producer | Watch it here

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PROFESSIONAL AND PERSONAL SKILLS

Writing
Documentary and video scriptwriting · Narrative storytelling · Concept and treatment development
Production & Directing
Storyboarding · Art Direction · Filming · Lighting · Crew Coordination
Post-production
Editing · Color Grading · Sound Design · Mix & Mastering · Multi-platform Adaptation (Ads, Reels, 16:9/9:16)
Digital & Marketing
Meta Ads campaign management · Social media strategy & content creation · Integrated visual communication · Fundraising content strategy · B2B communication & trade show content
Photography
Documentary photography · Portraiture · Still life · Digital processing · Editing and retouching · Colour management
Client & Institutional Relations
Stakeholder management · Institutional communication · Multi-stakeholder project coordination · International production environments
AI & Innovation
Generative AI applied to visual and textual content · Automation of creative and marketing workflows
Soft Skills
Project Management · Live Audience Engagement · Visual Creativity · Problem Solving · Deadline Management · Strategic Partnerships

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LINGUISTIC SKILLS

- **English**: C2
- **Español**: C2
- **Français**: B1
- **Deutsch**: A2
- **Italiano**: Native