

GIACOMO COLOSI

HUMAN CREATIVE DIRECTOR, ARTIST &
CONTENT CURATOR SUPERCHARGED BY AI



CV

Seasoned visual artist and e-commerce photographer with over a decade of experience, specializing in fashion photography and recently expanding into video production. Skilled in a broad range of post-production techniques, with a proven track record of enhancing online communication through high-impact visual content. Passionate about leveraging emerging technologies, including AI and VR, to lead innovations in visual storytelling. Committed to using visual media to generate compelling narratives that captivate and engage audiences.

WORKING EXPERIENCE

FRACTIONAL MANAGER, VIDEO EDITOR & CONTENT PRODUCER

Freelance // '24 - present

My own business as a freelance Creative Director, Video Editor and Content Producer focused on AI optimization.

SUPERVISOR / PHOTO-VIDEO EDITOR & POST PRODUCTION

YNAP - Yoox Net-a-Porter, NY - USA // '11 - '24

Planning and training of photography, photo editors, video production, and post-production teams.

PHOTOGRAPHER

Yoox, Bologna - IT // '03 - '11

Managed and executed various fashion photography projects for e-commerce.

CONTACT ME!

/US +1 347 893-8763 /

/ITA +39 378 0839057/

www.giacomocolosi.com

giacomo.colosi@gmail.com

EDUCATION

Video Editor '23 - '24

MIRACAMP

Film | TV Industry Essential '20 - '21

NYU | TISCH

Digital Marketing Nanodegree '18 - '19

Udacity

Visual Art Cultural Exch '01 - '02

Academy of Fine Arts of Liegi

Visual Art Master Degree '98 - '03

Academy of Fine Arts of Palermo.

MY SKILLS

Communication

Creativity

Color correction

Multimedia Productions

Sound design

Video Editing

WORK EXPERIENCE DETAILS

FRACTIONAL MANAGER, VIDEO EDITOR & CONTENT PRODUCER

Freelance // '24 - present

BASED IN ITALY
FLEXIBLE RELOCATION

After many years of photography, e-commerce communication and post production I have decided to go solo building my own business as a freelance Creative Director, Video Editor and Content Producer focused on AI optimization.

SUPERVISOR / PHOTO-VIDEO EDITOR & POST PRODUCTION

YNAP - Yoox Net a Porter, NY - US // 2011 - 2024 (13 Years)

As a key member of the photography studio division, you manage and direct the team, devise strategic plans, and provide comprehensive training in photography, videography, and editing. Your expertise in fashion e-commerce combines creative and technical skills to produce visually appealing content. By collaborating closely with marketing and merchandising departments, you help develop projects that effectively promote the brand and products, creating visual content that appeals to the target audience and enhances the overall marketing strategy.

Main responsibilities

- Leadership and Strategy: Lead the photography studio, directing strategy, training teams, and managing creative vision.
- Fashion E-Commerce Expertise: Specialize in fashion e-commerce, working closely with marketing and merchandising to produce brand-enhancing content.
- Photography Oversight: Oversee the photography studio, ensuring high-quality results and leading team training.
- Video Production Management: Manage video setup, quality control, and training; align content with marketing efforts and optimize workflows.
- Photo Post-Production: Handle selection, color correction, retouching, advanced editing, and formatting of images; manage backups and archives.
- Video Post-Production: Edit footage, conduct color grading, sound design, add effects and graphics, ensure smooth transitions, and perform quality checks and archiving.
- Cross-Departmental Collaboration: Foster efficient workflows and support team success by collaborating effectively across departments.

PHOTOGRAPHER

Yoox, Zola Pedrosa, Bologna IT // 2004 - 2011 (6 Years)

In the Photo Studio, you manage lighting setups and capture diverse products through techniques like still life and model photography. Your focus is on producing visually appealing, brand-authentic photos, enhancing product features and consistency. Your attention to detail boosts visual quality and enriches the shopping experience, driving brand success.

Main responsibilities

- Lighting and Setup Management: Manage lighting setups in the Photo Studio.
- Diverse Photography Techniques: Utilize still life, mannequin, and model photography to capture products.
- Visual Appeal and Authenticity: Focus on creating visually appealing photos that authentically represent each brand.

KEY ACHIEVEMENTS

- Transitioned successfully from traditional photography to video production
- Enhancing e-commerce storytelling capabilities
- Developed and led multimedia projects for various non-profit organizations
- Impact of visual communications.
- Actively integrating cutting-edge tools such as AI and VR into creative workflows to redefine
- Content creation and audience engagement.

MANAGEMENT SKILLS

As a professional with a robust background in management, I excel in leading and coaching creative teams toward achieving outstanding results. I bring a wealth of experience in managing creative projects across photography, video shooting, and editing. My management capabilities extend into defining and optimizing e-commerce content workflows, significantly enhancing team productivity and project efficiency. I am adept at working in dynamic team environments, effectively coordinating and overseeing team efforts. My proficiency in e-commerce content creation and guideline development allows me to implement successful strategies that boost customer engagement and conversion rates, making me a valuable asset to any collaborative setting.

CREATIVE SKILLS

My creative skills are deeply rooted in fashion photography, where I face the unique challenge of capturing the perfect shot that highlights a product or brand. With a keen creative vision and technical expertise, I produce stunning visual content that engages and inspires audiences. I have extensive experience in content production, from initial planning to post-production and performance analysis, ensuring that all content meets the highest standards and aligns with clients' expectations. My ability to analyze content performance and optimize post-production processes allows me to deliver high-quality content that not only captures attention but also enhances the overall impact of e-commerce platforms.

LANGUAGES

Italian	Native	French	Basic
English	Advanced	Spanish	Basic

TECHNICAL TOOLS

Multimedia & Video Editing

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- DaVinci Resolve
- Avid Media Composer
- Camtasia,
- Final Cut Pro
- GoPro Studio

Audio Production & Editing

- Logic Pro
- ProTools
- Audition

Image Editing & Photography

- Capture One
- Adobe Lightroom

UI/UX Design & Prototyping

- Figma
- Sketch
- Storyboarding Tools.

Office Productivity

- Microsoft Office 365: Word, Excel, PowerPoint, Outlook
- Google workspace