

# Carolina Rinaldi

Freelance Producer  
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**Profile** Multi-skilled Video Producer with over six years experience in fast-paced production companies and creative agencies creating online branded and editorial content, as well as TVCs, animation and short films. With a proven track record of effectively delivering projects on time and within budget, I am highly motivated and creative.

[www.rinaldicarolina.com](http://www.rinaldicarolina.com)

## Employment

### Studio Yes

Bacardi Freepour Streams (Senior Producer)

January – May 2021

- Overseen the delivery of 3+ hours of content to launch on the brand new [Freepour App](#);
- Managed a team of two Producers, a PM and two PCs, while managing the client and being their POC;
- Worked closely with the CD in development to make sure the ideas were falling within budget;
- Shot on location with real bartenders in London, and managed remote shoots in Sydney and NYC;
- Executive Produced a 30-minutes documentary shot in the USA

### Mr Tibbs

Comic Relief: What is it to be Human? (Video Producer)

November 2020

- Film shown during 2021 Comic Relief Day, featuring Dame Judi Dench and Benedict Cumberbatch.

### Biscuit Productions

NAAMA Studio Tattoo Stories (Video Producer)

October – November 2020

- A series of eight branded documentaries to showcase the effect of a new tattoo removal technology.

### Mr White TV

Vodafone 'Wiggins' Campaign (Stills Producer)

November 2020

- Two days shoot across London and the countryside to showcase a new smart tech device for bicycles;
- Featuring four 'Real People' talent;
- Delivered 23 Key visuals.

Vodafone & Disney La Lucha Campaign (Producer)

August – October 2020

- Produced campaign to launch a new Kids Smartwatch created by Vodafone Smart Tech in partnership with Disney;
- Shot on location with children actors, including a residential home, a school and a park;
- Deliverables included 40x Lifestyle Stills, 1x Lifestyle Film and 3x Cut Downs (each made into 5x frame dimensions and 4x languages), Beauty CGI Videos and Animated Key Visuals;
- Lifestyle Video will be used across social media and as TVC in Spain.

Anthony Nolan The Chain (Video Producer)

September 2020

- Charity film commissioned by The Telegraph to call for funds for bone marrow research;
- Emotive and informative film that explored the inspirational work of Anthony Nolan – whilst highlighting the chain of people involved at every step.

Vodafone Big Data & AI Recruitment Film (Video & Stills Producer)

Feb – March 2020

- Produced two recruitment films and four profile films to showcase life at Vodafone;
- Managed all post-production workflow including creation of animation and stills retouch.

### Evoke Films – IMG Media

I was at IMG for a year as Video Producer managing the ABB project and client, and working on New Business when that campaign ended. Here, I undertook a variety of trainings including Clearcast compliance, Albert Carbon Literacy and Management of Production Passport.

Diners Club International Presents... (Video Producer)

August – December 2019

- Produced seven films shots across three cities (London, Tokyo and Rome) for new DCI digital rebrand;
- Managed direct relations with IMG Culinary agency to organise film shoots inside high-end restaurants.

ABB The Pioneers and Racing for the Future series (Video Producer) January – July 2019

- Led the production of two digital content series for Formula E's title sponsor ABB;
- The Pioneers (11 episodes) profiled pioneers in the field of e-mobility around the world, in each city where Formula E races happened;
- Together with the Series Producer I found stories and set up the international shoots;
- Racing for the Future (12 episodes) was a series dedicated to technical aspects of Formula E race cars, each episode featuring a new expert and FE driver;
- Organised full pre and post production from London and liaised directly with EGM and ABB;
- Managed the delivery of over 500 content pieces, as each episode was translated into 3+ languages and turned into three frame sizes.

#### **Weber Shandwick London**

OPPO #SeizeTheNight (Agency Producer) September – November 2018

- Worked closely with Creative and Strategy teams in London and China to turn around 5x promo videos in time for OPPO R17x Pro launch in Europe;
- Shot across Spain and Italy and worked in partnership with local production companies;
- Targeted to five European markets – Spain, Italy, Netherland, France, UK;
- Each film featured a local influencer with a following between 100k – 400k.

#### **Mr White TV**

National Geographic Slovenia Travel Films (Video and Stills Producer) Dec. 2018 – Jan. 2019

- Followed production and delivery of four travel videos to promote Slovenia Tourism in partnership with National Geographic.

Revlon 2018 Digital Campaign (Video and Stills Producer) Jan. – August 2018

- Stills and Video Producer for the 2018 Revlon UK campaign 'Live Boldly' involving influencer Amy Neville;
- Delivered a variety of digital and POS assets including GIFs, videos, key visuals and product shots.

NHS Short Film (Video Producer) June – July 2018

- Ten-minutes drama commissioned by the NHS, shot in a real hospital ward over three days.

Vodafone V-Cellular Amazon Videos & Animations (Co-Producer) March – May 2018

- Worked together with another producer to coordinate the delivery of six online videos and three animations showing how to use Vodafone new range of V-cellular products.

Subaru & National Geographic Idents & TVC (Video and Stills Producer) Dec. 2017 – Jan. 2018

- Produced six TV idents and one TVC plus supporting images featuring National Geographic wildlife photographer Charlie Hamilton James; shot in Peak District and Scottish Highlands.

Tesco Recipes Social Videos (Video Producer) Nov. 2017– February 2018

- Along the lines of BuzzFeed's Tasty videos, I produced eight recipe films for social media, shot over four days in a studio.

Micalite Launch and Brand Video (Video and Stills Producer) November 2017

- Two days shoot in London and Whitstable for the rebranding of Micalite;
- Shot from the POV of a baby using a camera rigged on a stroller.

Crockpot "Crocktober" Docufilms (Video Producer) October 2017

- Series of four branded documentaries for the online campaign "Crocktober";
- Produced on tight turnarounds, one per week to meet client's deadlines.

Stella Artois / Water.Org Campaign (PM) September - October 2017

- British side of International production with Vayner Media and Stella Artois;
- Hidden camera shoot at the Town Hall Hotel, with Matt Damon's revelation to unassuming guests to raise awareness on water consumption.

Averna Don Salvatore Riserva (Video Producer) September 2017

- Location shoot filmed in Caltanissetta, Italy, now in post-production;
- Online brand video to promote 150 years of the prestigious Don Salvatore Riserva.

#### **Nomadic Films**

Swarovski SS18 (Post-Producer) November 2017

## Hangar Seven

March 2014 – August 2017

Here I took care of all aspects of production, administration, kit, as well as shooting and editing when required. Being in a fast-paced environment, I have learnt how to manage multiple projects simultaneously on tight deadlines, working with my team to achieve the same objectives. As a Producer, I also supervised two Production Assistants and overseen their development.

Aperol Brand Film (Video and Stills Producer)	June – August 2017
Grand Marnier Content Strategy (Video and Stills Producer)	March - June 2017
Winston Street Expression (Video Producer)	February 2017
New Look Activewear (Video Producer)	December 2016
Knorr ATL pick up shots (Video Producer)	November 2016
Dove Hair Brand Film (Video Producer)	Nov. 2016 – Dec. 2016
B&Q Top 20 DIY Projects (Video Producer)	Sept. 2016 – Nov. 2016
Green Flag Scenic Route 2 (Video Producer)	July – August 2016
Nicky Clarke Product Videos (Video Producer)	May – June 2016
Campari: Amaro Braulio (Video and Stills Producer)	May – June 2016
BOL Brand Video and Social Campaign (Video Producer)	April – May 2016
Knorr Fur Salat Campaign (Video and Stills Producer)	March – April 2016
Boots My Health Coach (Video and Stills Producer)	March 2016
Green Flag Scenic Route 1 (Assistant Producer/Social Media)	Jan. 2015 – Mar. 2016
Campari Amaro Averna (Video and Stills Producer)	Nov. 2015 – Jan. 2016
John Lewis Cashmere Film (Video Producer)	November 2015

## Cristiana Bellodi Srl (Online Comm. Manager)

August 2012 – January 2013

Followed all online activity on social media and e-commerce website, updating them and keeping a record of progress. I worked on the first SEO campaign that boosted sales by 23% over the Christmas period, and filmed all of video content.

## Education

### National Film and Television School

January – September 2020

Producing Your First Feature Certificate

### Film Studies and Mass Communications 1<sup>st</sup> Class Hons.

2009 – 2012

London Metropolitan University

## Certificates

- ScreenSkills Safe Management of Production
- BAFTA Albert Carbon Literacy
- First Option Managing COVID-19 Risks on Production
- ScreenSkills Coronavirus Basic Awareness on Production
- BIFA Unconscious Bias

## Skills

- Fluent in Italian and English, conversational level in Spanish;
- Ability to achieve target goals in time working with the team;
- Aware and passionate about current industry trends and new technologies;
- Able to manage multiple projects at the same time;
- Work closely with Director and Head of Production;
- Admin and managerial day to day duties;
- Creative and flexible thinking to come up with video briefs, ideas and scripts;
- Fluent in editing software FCPx and Adobe Premiere;
- Confident self-shooter with Canon C100, Black Magic and DSRLs.

## Bits and Bobs

I volunteered with underprivileged women and children in Karnataka, India, in 2011. In 2013, I raised £2,500 for the same NGO Sampark through selling travel photography during an exhibition that I organised.

I graduated from high school in Wyoming, USA, and from University in London.

I have travelled for five months in South East Asia and the Balkans. My favourite country is India.

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