

Claudia Donati

creative producer

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I'm an audio-visual professional with a film background and 12 years+ extensive experience in the creative and marketing industries in Amsterdam. My focus has specifically been in the all-round production of audio-visual content for commercial purposes, online distribution, and mainly for internal communication purposes.

2015- 2020 **Freelance creative producer and video editor**

Freelancing production of online and in-house films. Additionally producing, sourcing, and editing of campaign and pitch films for different brands and creative agencies., e.g. Greenpeace, 72and Sunny, Tommy Hilfiger, Heineken International, etc.

2011- 2015 **Creative producer, Marketing Capabilities, Heineken International**

Managed and produced internal global communications for online, film and print for the Global Commerce University of Heineken. My role mainly focused on the creative development and execution of video communications for our Capability Managers, our output looking to being iconic, brand oriented, and inspiring to the 3000+ Marketing and Brand Managers employed by the company internationally. In this role, i also led any projects whereby design needed managing, e.g. creating visual identities, digital banners and award designs, and basically acted as a one-woman creative agency within my team. Some project examples:

- Managing the process of creating a strong visual identity for HEINEKEN's internal Global Commerce University engine and its individual masterclasses, plus overseeing the production of the technical details of the website.
- Managing the production of lots of internal comms, video content and animations & banners to inform and inspire our marketing and brand managers world wide. Often directing non-actors to great on-camera performances
- Concepting and overseeing the product design HEINEKEN's Brand Building Awards.
- Successfully creating a web-based 45-minute live-recorded talk show program called **Lunch&Learn**, producing 6 episodes on different topics.
- In charge of creating interesting and effective content to drive key messages globally and across all of HEINEKEN owned brands. Responsible for yearly creative production budget.

2003- 2011 **Freelance director of quick turn-around video and advertising production**

9 years of experience working as a freelance producer and director of video content, producing a myriad of pitch winning mood films, making-ofs for TV and print campaigns, videos for retail events, promotional films, documentaries, etc. The role involved leading all organizational and logistical aspects of each project from pre-production to shoot, through to post-production process, mostly for brands like Nike, KSWISS and Asics. Also often working from within or for international creative agencies here in Amsterdam, e.g. 180, StrawberryFrog, Amsterdam Worldwide, BSUR, Sid Lee, Tribal DDB, and MAKE.

1995 – 1999 **Bachelor in cinema**

I completed my cinema studies in Los Angeles, being schooled during the transition of the pre-digital age of filmmaking going into digital, mainly going in depth into the fields of directing, producing, film design, and editing. During this time I got to create and complete two short films, one on 35mm and one on digital video.

- Expertise My focus is on the creative development and seamless execution necessary to successfully bring ideas to life in film and video, and in its process safeguard the essence and visual identity of the project and/or brand. My expertise is in the process of video production, and executing creative briefs. Organizing all the aspects and logistics involved with production, and additionally managing expectations between client and executioners. Experienced at working independently, i have been able to acquire an extensive network of production talent and contacts in creative industries, including editors, animators, music composers, design agencies, motion graphic artists, illustrators, animators, voice artists, etc. I am also a video editor, working primarily in Adobe Premiere Pro. Am a huge cinephile and currently developing a few personal short film projects in my spare time.
- Languages English (fluent), Dutch (native) and Italian (native), French and Spanish (basic)
- Learning Basic education in Italy and the Netherlands
Columbia College, Hollywood: BA in cinema
Binger Film Institute: Acting for Directors, and Script Analysis &
Rehearsal Techniques by Judith Weston
Binger Lab: Script editing and Analysis by Susan Korda
Binger Film Institute: Film Editing for Directors by Molly Stensgaard
Binger Lab: Creative Production: It's All About Musicality, about copyright
Workshops with Meisner Technique