

After 3 years in marketing consultancy in London, I started specializing in videomaking for digital advertising. Today I am a freelance award winning copywriter and filmmaker with 6 years experience in advertising and film/tv productions. I have a penchant for greatly executed commercials, a passion for experimental social videos and an addictive love for internet pop culture.

SELECTED FREELANCE WORKS:

ADVERTISING

- **RAI Non Uccidere Promo**
director and writer
Agency: Fremantlemedia Italy;
- **Mercedes Smart "Ferragosto"**
director
Agency: DLV- BBDO Rome;
- **IBM Europe "We Build The Future"**
writer and director
Agency: Livextension;
- **Nokia UK "The dark presence"**
director and writer
Agency: Userfarm;
- **International journalism Festival "Behind The news"**
screenwriter and director
Agency: IJF;
- **Saikebon Star "Esci dal Loop"**
director
Agency: DLV- BBDO Milan;
- **Poste Italiane "Il Caso Busarotti" webseries**
screenwriter
Agency: Micromegas;
- **Nestlè Maxibon "Ho Sognato Manuela" webseries**
director and writer
Agency: JWT Milano.

[Other advertising clients include:
eBay Uk, Suzuki Italia, Wiko Mobiles]

FILM AND SHORTS

- **"Grazie al Klaus", 2016**
writer and director - TV mockumentary
Produced by Luigi and Aurelio De Laurentiis for Filmauro / SKY
Starring: Lillo & Greg, Nino Frassica, Paolo Ruffini
- **"Lo Staggista", 2015**
writer and director, main actor - TV mini series
Produced by Luigi and Aurelio De Laurentiis for Filmauro / MTV
Starring: Lillo & Greg, Paolo Ruffini, Francesco Mandelli
- **"Erasmus 24/7", 2014**
producer and co-director - web documentary
Produced by Gerardity and ZERO.
- **"CoglioneNo", 2014**
writer and co-director - viral spoof campaign
Produced by ZERO

[Find other shorfilm projects and more
advertising work at alessandrogrespan.me]

OTHER PROFESSIONAL EXPERIENCE

- **Marketing consultant at Business Velocity IMI**
London [Jan.2009 - Feb.2012]
Marketing strategy implementation: consulting for diversified international clients.
- **Co-founder at Viboard**
Digital start-up in real-time social analysis
London [Dec.2012 - Jan.2014]
Visualization and interaction.
Clients include: SKY CINEMA, La stampa.it,
We Are Social Italy
- **Speaker / Director at UpRadio.it**
Treviso - ITALY [May2007 - Jan.2008]
Web radio startup and live event promotion.

WRITING:

- **Co-writer of italian novel "Forse Cercavi"**
Mondadori 2014.

RANDOM INFO:

Retired guitar player, amateur boxer and home-made pasta chef. In my life I also: made it to the top of reddit/r/videos, went to an impulsive internet-meme pilgrimage to Spain, and got my face on the first page of Italian newspaper Corriere Della Sera (no, it wasn't for anything crime-related)

EDUCATION:

St. Martin's College

London (2010)

Screenwriting Terms 1 and
Courses in screenwriting for cinema
and media

Universidad Autónoma

Madrid (2008) *Scholarship winner*

Erasmus Programme International
Student in International Economics

Harvard University

Venice (2006) *Scholarship winner*

Ca' Foscari - Harvard Summer School
Dispute Resolution,
International Corporate Finance

Università Ca' Foscari

Venice (2003 - 2006)

BA Degree in International Trade
110 /110 (with honours)

AWARDS:

- **Best Screenwriting 2016**
Rome Web Fest
- **Winner of "WIRED Next Cinema" 2014**
ultra-short contest
- **Communication Ambassador 2014**
NC Awards in Milan
- **Best Social Campaign 2014**
Rome Social Media Marketing Festival

SKILLS:

TECHNICAL

MAC + PC Platforms
Adobe Creative Suite (Ps)
Adobe Premiere Pro CS6
Final Cut
DSLR cameras
Cinematography

CREATIVE

copywriting
screenwriting
brand social media strategy
filmmaking
art direction (video)
acting

LANGUAGES:

Italian (mother tongue)
English (fluent)
Spanish (fluent)