

CHIARA PIREDDA

Marketing & Social Media · Content Creator · Video Editor



CONTACT INFORMATION

Date of birth: 19/03/1998

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Creative and multidisciplinary professional specialising in digital communication, content creation, audiovisual production, and creative marketing. With a background in cinema and hands-on experience in video editing, photography, social media, storytelling, and art direction, I combine strong visual sensibility with practical project management skills, independently taking creative projects from concept to final production.

Internationally oriented and particularly interested in contemporary Southeast and East Asian visual cultures, aesthetics, and trends, with a strong focus on Pan-Asian New-Kitsch and 土酷 2.0 (Tu Ku 2.0). Recent experience in Bangkok has further strengthened my skills in digital marketing, social media, content production, and event coordination within an international environment.

Currently studying Thai at Chulalongkorn University, while independently developing proficiency in Spanish, Portuguese, and Swedish. Based in Sardinia, Italy, and available for opportunities internationally, both on-site and remotely.

PROFESSIONAL BACKGROUND

Internship – Marketing, Social Media, Content Creation & Event Management

Conexa | Bangkok, Thailand | June 2026 – September 2026

- Supported the development and execution of the company's digital marketing and communication strategy
- Managed and developed engaging content across Instagram, TikTok, and LinkedIn, ensuring consistency with the company's brand identity
- Conceptualized, produced, edited, and published high-quality video and visual content for digital platforms
- Edited and optimized photo and video assets to maximize performance across different digital channels
- Wrote, edited, and proofread editorial content for the company blog, ensuring accuracy and consistency
- Supported the development and implementation of the editorial content calendar, coordinating content planning and publishing activities
- Monitored social media trends, emerging formats, and audience behaviors to identify new content
- Developed creative content concepts aimed at increasing brand visibility, audience engagement, and brand awareness
- Leveraged CapCut, Final Cut Pro, Canva, and AI-powered tools to streamline and enhance content production workflows
- Developed visual assets and marketing materials to support communication, promotional, and brand-building initiatives
- Supported the end-to-end organization and execution of corporate events, from initial planning to on-site operational management
- Coordinated with staff, external collaborators, and stakeholders to ensure smooth execution of projects and events
- Managed communications, follow-ups, and operational coordination with internal and external stakeholders
- Supported the promotion of corporate events through social media, digital platforms, and targeted content
- Produced photo and video content to showcase corporate events, activities, and brand initiatives across digital channels
- Independently managed multiple tasks and projects, effectively prioritizing workloads and consistently meeting deadlines and objectives

Direct Marketing Specialist

FYD | Sassari, Italy | March 2025

- Managed client relationships from initial contact through to the formalization of donations
- Promoted the organization's missions, projects, and awareness campaigns through direct communication
- Applied communication and persuasive techniques to achieve defined targets and performance objectives
- Developed strong skills in active listening, communication, negotiation, and results-oriented engagement
- Worked effectively in a dynamic, target-driven environment characterized by tight deadlines and performance objectives

Babysitter

Toronto, Canada | October 2024 – January 2025

- Independently managed daily responsibilities and structured routines efficiently
- Developed strong organizational, time management, and accountability skills
- Demonstrated effective communication and adaptability to different needs and situations
- Independently handled unexpected situations while developing strong problem-solving and decision-making skills

Assistant Director, Editor, Costume Designer

Short Film "Ad Arma" | Italia | July 2024

- Coordinated production activities across directing and costume design, ensuring alignment between creative and operational requirements
- Supported the artistic direction and contributed to the execution of the project's overall creative vision
- Coordinated production workflows, timelines, priorities, and day-to-day operational requirements
- Managed multiple priorities in a fast-paced environment while consistently meeting demanding deadlines
- Demonstrated strong organizational skills, initiative, flexibility, and adaptability in response to evolving production requirements
- Contributed to efficient project delivery by proactively identifying operational needs and resolving issues throughout the production process

Director, Screenwriter, Editor, Costume Designer

Short Film "Parlami D'Amore, Mariù" | Italy | September 2019 – July 2024

- Conceived, developed, and wrote the original film project from concept through execution
- Independently managed the full production lifecycle, from pre-production through post-production
- Led the project and coordinated creative and technical activities across all stages of production
- Oversaw filming, lighting, audio recording, and video production processes
- Managed video editing and post-production using Final Cut Pro X
- Developed the project's storytelling strategy and visual narrative
- Designed costumes and contributed to the development of the characters' visual identity
- Independently managed timelines, resources, priorities, and production-related challenges
- Applied creative direction, project management, and visual storytelling skills throughout the production process
- The short film was selected for participation in two international film festivals

Costume Designer, Makeup Artist, Hair Stylist

Short Film "L'inutile" | Italy | January 2019 – May 2019

- Analysis of the script** and exploration of visual references for costume design
 - Creation and design of concepts that are in sintonia with characters, setting, and narrative
 - Oversight of costume fittings and customization of garments to meet the actors' needs
 - Emphasis on fit, comfort, and aesthetic sintonia
 - Management of costume design while adhering to budgetary constraints
 - Implementation of fundamental cinematic makeup techniques** and special effects
 - Collaboration with the production team to ensure continuity and visual coherence
 - Fostering creativity, adaptability, and problem-solving skills throughout the production process
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EDUCATION

Chulalongkorn University – Bangkok, Thailand

Thai Language Course | Ongoing | Current Level: A2 | Objective: B1 Focus on the Thai language and enhance communication skills for both everyday and international contexts

EF International Language Schools – Toronto, Canada

English Language Course | October 2024 – January 2025 | Attained Level: C2 Certificate

E. Fermi – Alghero, Sardinia, Italy

High School Diploma – Humanities | June 2017 | Final Grade: 94%

TECHNICAL COMPETENCIES

Digital Marketing and Social Media: Digital Marketing, Social Media Management, Social Media Content, Content Marketing, Content Strategy, Instagram, TikTok, LinkedIn, Event Promotion

Content Creation & Multimedia: Video Editing, Photo Editing, Content Development, Video Production, Audiovisual Post-Production, Photography, Visual Narration, Narrative Crafting

Software and Tools: Final Cut Pro X, CapCut, Canva, Luma, Google Workspace, Microsoft Office, AI Tools

Event Management: Event Management, Event Coordination, Event Organization and Promotion, Staff and Collaborator Coordination, Contact Management and Follow-up, Utilization of Digital Event Platforms

PROFESSIONAL COMPETENCIES

Creative Direction, Conceptual Development, Content Strategy, Narrative Construction, Visual Narration, Visual Communication, Content and Campaign Development, Social Media Strategy, Project Oversight, Event Coordination, Organizational and Deadline Management, Problem Solving, Creative Thinking, Innovative Skills, Flexibility and Adaptability, Interpersonal Communication, Relationship Management, Capacity for Independent Work, Capacity for Team Collaboration, Priority Management

LANGUAGES

Italian: Native | English: C2 – Fluent | Thai: A2 – Elementary | Spanish: A1 – Beginner | Portuguese: A1 – Beginner | Swedish: A1 – Beginner

PROJECTS AND SUPPLEMENTARY INFORMATION

- Director, screenwriter, editor, and costume designer of short films showcased at film festivals
 - Creator and proprietor of a YouTube channel with expertise in content production, video editing, and narrative development
 - Workshops and courses at the University of Padua: Digital Cinema (2022), Final Cinema Thesis Writing Workshop (2022), Professional Roles in Audiovisual Production (2019), Entertainment Economics Workshop (2018)
 - Member of the Student Council at EF International Language Campuses
 - International experience acquired in Italy, Canada, and Thailand
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PROFESSIONAL AREAS OF INTEREST

Open to professional opportunities in Italy and worldwide, both on-site and remote positions.

Professional areas of interest: Digital Marketing, Social Media Management, Content Creation, Video Editing, Photo Editing, Marketing and Communications, Social Media Content, Videography and Audiovisual Production, Event Management and Coordination, Creative Direction, Storytelling, and Visual Communication.
