

MARGHERITA PECCHIOLI

Nata a Firenze - 19.09.1990

Residenza: via Nuova di Pozzolatico 1, Firenze (FI) 50124

Email: pecchiolimargherita@gmail.com

Mobile: +39 366 9831090

Creative producer | Music Supervisor | Content Creator

Professional in communication, marketing and production, dealing with creativity, video and photo productions, music productions and social media management for Italian and international clients. I have developed a specific sensitivity and understanding of creative process, thanks to a strong passion for research and a natural propensity for public relations. Passion, curiosity and intuition have always distinguished and inspired my work.

2022 - 2023, We-Rad srl, Florence

B-Corp communications agency based in Florence and London, specializing in branding, strategy, digital and production

Senior creative producer

For productions I worked on creative concept development, from trend research, storytelling, video and photo treatment, to all pre-production, then selection and Booking of talent, crew, casting, location, shooting list , timing, call sheet and logistics.

For the Branding and Strategy department, I worked on researching and studying trends and forecasts, then developing creative and strategic proposals for content delivery.

Activities:

- Storytelling
- Location scouting
- Casting
- Production (From pre to post)
- Creative proposal research and design
- Scouting crew, talent and partners
- Presentation design for clients, crew, talent, partner and magazine
- Talent research and management
- Music research and selection

Mème Road, SS23, 2022 - <https://www.instagram.com/reel/CoemxYdgtSU>

Mème Road, SS23, 2022 - <https://www.instagram.com/reel/CsaviYJAMU/>

Aquazzura home, FW23 - <https://we-rad.com/work/aquazzura-casa-jalpur-e-cherry-blossom>

Aquazzura home, video e-commerce - <https://www.instagram.com/reel/CoZ1n13K33S/?hl=en>

Mème Road, FW24, 2024 - TBR

2018 - 2020, Aria Adv srl, Florence

Advertising agency and production house based in Florence, Milan, Beijing. The 'company worked with major clients in Europe, Asia and America, Brands such as Yamamay, Jacob Cohen, Cuoio di Toscana and Gianfranco Lotti.

Junior Creative, Producer, Music Supervisor & Junior Account

I worked on the development of the creative concept, organizing productions, taking care of social planning and strategically coordinating all phases of the work. I took care of relationships with existing clients and collaborated in the development of new clients, both in Italy and abroad. In the last year I was in charge of client development in Vietnam and the pre-production of a film by director Peter Greenaway (Best Artistic Contribution Award, Cannes 1988), dealing with every aspect of the production, from script breakdown to product placement research.

Attività:

- Script writing & breakdown
- Location scouting
- Casting
- Production
- Creative idea development and pitch
- Client report and presentation
- Social content development and video editing
- Talent scouting and management
- Music & Dubbing supervisor

YamamaY, Christmas, 2019 - <https://www.youtube.com/watch?v=d5Qqoxw1GCK>

YamamaY, Everybody, 2019 - <https://www.youtube.com/watch?v=dnph9JATgBI>

YamamaY, Everybody, 2019, Cut - <https://www.youtube.com/watch?v=RateuNjYUa8>

Cuoio di Toscana, Artes, 2019 - <https://www.youtube.com/watch?v=KSeGrqQoh4c>

2018 - 2022, Wired Next Festival, Florence

U.S. monthly magazine based in San Francisco, CA, owned by Condé Nast Publications, also based in Milan.

VIP Hospitality

I managed the hospitality team for the VIP, talent and speaker department.

2017, Music Pool, Firenze

An association that has been active throughout Tuscany for more than 30 years, involved in the production, organization and management of musical events.

Talent Coordinator

I was in charge of welcoming and managing talent & musicians for the festival.

2014 - 2015, Dado Parisini, Out Of Music, Florence

Italian composer, arranger and record producer. OutOfMusic, was a music school, with the goal of training new talent.

Personal Assistant

I supported the founding members during the school opening. I organized auditions, enrollment, and class schedules. I maintained relationships with everyone involved: teachers, students, customers and suppliers.

2013 - 2018, Pitti Immagine, Class service, Florence

Florence Pitti Immagine is an Italian company working in the promotion of the fashion industry and design. "Class Service" is a service agency that cooperates with Pitti Immagine.

Press Reception

I was in charge of welcoming national and international journalists, advertisers and PR people, introducing them to the event

2006 - 2018, Freelance, Florence

Event Planner

I have worked as an event planner, PR and booking manager, participating in multiple editions of the "Florence Fair." In 2018, I took one of my bands to perform at Pitti Immagine.

Education

2018, Titta Nesti, Singing lessons

2016, Bachelor's degree in Design and Management of Events and Enterprises in the Arts and Entertainment (Pro.Ge.A.S.), University of Florence. Subjects studied - History of cinema, History of theater and performing arts, History of art, History of music, History and analysis of cine-television language, Theories and techniques of public communication, Ethnomusicology, Management and Marketing.

Reporter: Raffaele Palumbo.

Study of recent research showing that music has positive effects at the level of brain stimulation, particularly on the corpus callosum and cerebral cortex. Consequent analysis of funding and public funds currently dedicated to the development of the Art of Music.

2012, National school of Independent CinemaScuola

2010, Leon Battista Alberti High School of Art, Sculpture Diploma

Languages

English - Advanced
(written and spoken)

Skills

Photoshop, Illustrator, Premiere.
Instagram, Facebook, TikTok, Linkedln.

Creative Skills

Illustration, painting, printmaking, photo and video-making & editing.

More information

Other skills - Curiosity, passion for research, love of travel and exploring new cultures, these are the essence of my lifestyle. Many of my interests and skills have matured through the teachings of my family members: artists, publicists, video makers, fashion accessory designers and stylists. I love photographing and recording everything that inspires me. I have always had a great passion for open water, sailing and the relationship that is created with nature in these environments.

Willing to travel and relocate nationally and internationally. driver's license B. References upon request.