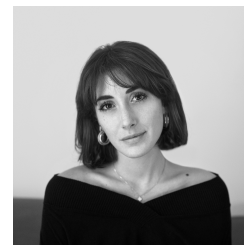


Alessandra Di Ronza

Born in Naples, IT on 12/10/93
alessandradironza@gmail.com
www.alessandradironza.com
+39 3343475090



ABOUT

I'm a creative and analytical mind, eager to learn and share knowledge to improve constantly and collectively. My effort is in finding the most effortless solution for everyone, balancing far-sighted organization with quick reactivity and proactivity over situations. I believe in the power of human connections, the fuel of curiosity, fostering intuition, structuring bulletproof solutions.

SKILLS

LANGUAGE

- Italian (Native)
- English (Fluent)
- French (Fluent) - Dalf C1
- Spanish (Intermediate)

SOFTWARE

Photoshop • Lightroom • Bridge • Premiere Pro • Capture One

TOOLS

Asana • Gsheet (Advanced) • Zapier • Gslides • Metabase • Latex • Slack

EDUCATION

CFP BAUER

Photography Project
Apr 2018 - Feb 2019 | Milan, IT

CENTRAL SAINT MARTINS

Fashion Photography
Dec 2013 | London, UK

ILAS

Advertising Photography
Dec 2012 - Nov 2013 | Naples, IT

UNINA FEDERICO II

Pharmacy - MS
Oct 2012 - Jun 2017 | Naples, IT

UNIVERSITÉ PARIS XI

Pharmacy - Erasmus+
Sep 2014 - Mar 2015 | Paris, FR

WORKING EXPERIENCE

PROJECT MANAGER / PRODUCER

BOOM! IMAGE STUDIO

Aug 2020 - present | Milan, IT (remote)

Factory division: e-commerce content production hub for fashion and luxury brands.
Responsible for:

- Technical support to the Sales team for all new clients.
- Collecting and analyzing technical needs and requests from clients; structuring the project proposal for content production; cost budgeting; managing the transfer of information of the Guidelines agreed with the clients to the operative studio team.
- Creating and implementing the Ops workflows in a scalable and automated perspective, to smooth out and fasten the team's daily tasks; structuring sheets for data collection and aggregation for clients and business analysis.

PHOTOGRAPHY LECTURER

IUAD UNIVERSITY

Oct 2020 - present | Naples, IT

"Theories and Techniques of Photography" course - BA in Communication Design.
Full preparation of the material, conduction of 15 theoretical and practical lessons.

FREELANCE PHOTOGRAPHER

REPRESENTED BY DB DARIA BONERA AGENCY

2013 - present

Main fields: Portrait, Fashion, Jewelry, Lifestyle, Food

LEAD PHOTOGRAPHER

GOCASE

Feb 2019 - Jul 2019 | Amsterdam, NL

- Lead Content Creator for ads and social contents, from concept to editing.
- EMEA Photography Production POC for Brazil Headquarter
- Achievements:
 - Add to cart rate for one picture raised up from 2.90% to 4.96%
 - Specific product revenue soared up to 360% in USD per month

PH / VIDEO ASSISTANT

CLAUDIO MORELLI, LUCA ESPOSITO

Sept 2016 - Mar 2020 | Milan, IT

Main projects:

- Monocle Travel Guide Rome. Producer for 40+ photoshoots / Ph Assistant / Editor.
- Fendi "making of" Peekaboo bags. Ph Assistant / Editor.
- Odda Magazine 18 issue with Anna dello Russo. Video Assistant / Editor.
- "2030" photo exhibition in Castel dell'Ovo, Naples. Assistant Curator: concept development, editing, archive management, setting up of exhibition spaces, proof-reading and media kit creation.