



ALESSANDRO MAZZARELLA

25 years old

AI Creative Director | Video Production | Performance UGC Ads Malta (EU) | Remote-first

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PROFILE

AI Creative Director with 10+ years in professional video production (Sky Italia, Movicom Group) now specializing in AI-powered UGC ad creation for performance marketing. I build full-pipeline workflows — from AI image generation to video animation, voice synthesis, and lip-sync — producing conversion-ready 9:16 ads at scale with zero traditional production costs. Expert in consumer psychology-driven scripting, viral hook engineering, and rapid creative iteration for mobile-first platforms.

EXPERIENCE

AI Creative Director — Freelance

Oct 2024 — Present

Self-Employed | Remote (Malta / EU)

- End-to-end AI UGC ad production: concept, scripting, AI image generation, video animation, voice synthesis, lip-sync, and post-production — delivering platform-ready 9:16 creatives.
- Built automated ComfyUI pipelines (8 parallel workflows) for high-volume creative output using Z-Image Turbo, LTX-2.3, Kling 3.0, and ElevenLabs voice cloning.
- Consumer psychology-driven ad scripts based on 5 motivation frameworks with viral hook engineering for TikTok, Reels, and Shorts.

Senior Camera Operator & Steadicam Manager

Sep 2019 — Sep 2024

Sky Italia | Milan, Italy

- 5 years operating broadcast cameras for live TV — sports, entertainment, news — multi-camera setups with zero margin for error in live-to-air environments.
- Led the Steadicam department at Sky Italia — managed every phase from shot planning and rig setup to live shooting and post-production editing, building the division's workflow from the ground up.
- Trained to deliver under tight deadlines and high-stakes conditions — live broadcast means no second takes, no retakes, every shot must be right the first time.
- Deep understanding of framing, composition, lighting, pacing, and visual storytelling — directly informs AI video direction and prompt engineering.

Aerial Cable-Cam Pilot & Operator

Feb 2020 — Dec 2025

Movicom Group / Robycam Global | Milan, Italy

- Piloted and operated Robycam aerial cable camera systems for major live broadcasts — flying 3D camera movements over stadiums, arenas, and large-scale events.
- Full responsibility as both pilot and camera operator simultaneously — real-time flight path control combined with live shot composition and framing.
- Expertise in camera physics, spatial choreography, and motion control — skills now directly applied to AI video motion prompting and cinematic direction.

TECHNICAL SKILLS

AI Image	Z-Image Turbo, Flux, Kling 3.0 Image Gen ComfyUI (local GPU pipelines, GGUF quantization)
AI Video	Kling 3.0 Omni, VEO 3.1, LTX-2.3, Runway Gen-3 I2V, multi-shot storyboards
AI Audio	ElevenLabs (TTS, voice cloning), Suno (music) Kling Lip-Sync
AI Strategy	Claude, Codex UGC scripting, hook engineering, consumer psychology frameworks
Post-Production	Premiere Pro, After Effects, CapCut 12 years of hands-on video editing, sound design, color grading
Workflow	ComfyUI (8 parallel pipelines), FluxPlayground, Python automation RunPod GPU rental, RTX 4070 local

EDUCATION

Film, Video and Photographic Arts

2015 — 2019

ITSOS Albe Steiner | Milan, Italy

PORTFOLIO

mazzarella-ugc-application.netlify.app

— 6 AI-generated UGC video ads for Snakzy (live prototype)

LANGUAGES

Italian (Native) • English (Fluent)