

ANNA SCARDELLATO

DIGITAL MARKETING OFFICER & PHOTO/VIDEOGRAPHER



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LinkedIn profile



Venice, Italy / Working Permit (Family Member EU)



PROFILE

Digital content creator with expertise in photography, videography, and digital marketing. Experienced YouTuber and podcast host with strong interviewing skills. Classical music background brings a unique artistic perspective to engaging digital storytelling.

HARD SKILLS

- Photography
- Videography
- Photo editing (Adobe Premiere, Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Canva)
- Video editing (Final Cut Pro, Adobe Premiere, After Effects, CupCut)
- Audio recording
- Interviewing
- Digital journalism
- Digital marketing
- Marketing strategy
- Social media management
- Communication
- Meta Adv, Google Ads, TikTok Ads

SOFT SKILLS

- Efficiency & responsiveness
- Positive attitude
- Time management
- Strategic thinking
- Attention to detail
- Problem-solving skills
- Curiosity and interest in new digital and social media trends

EDUCATION

Master of music, Brussels Royal Conservatory, Belgium

Violin performance

Sept 2020 - June 2023

MA Thesis based on the discovery of the intersection of classical music and digital media through an internship as a full-time digital creator.

Bachelor of music, Brussels Royal Conservatory, Belgium

Violin performance

Sept 2017 - June 2020

Bachelor of communication, SSU, St. Petersburg, Russia

Sept 2013 - June 2017

EXPERIENCE

Digital marketing officer & videographer

Aug 2022 - Present

Festival ARTONOV, Brussels, Belgium (semi-remote)

- Develop and execute marketing strategies to boost ticket sales and promote the historical and artistic significance of festival venues and performances.
- Collaborate with artists, galleries, and museums in Brussels to expand audience reach.
- Manage direct communication with the audience, creating engaging social media content including posts, stories, and videos.
- Produce high-quality video content, including Reels, artist interviews, and an annual documentary film that captures the essence of the festival and enhances audience engagement.

Digital marketing officer & photographer

May 2022 - July 2022

Brussels Philharmonic, Brussels, Belgium (on-site)

- Captured professional photos during rehearsals and concerts to highlight the orchestra's dynamic performances.
- Created engaging short video content for Instagram, including Reels and behind-the-scenes footage.

Interviewer & translator ENG and FR

April 2021 - July 2021

ReMusik Magazine, St. Petersburg, Russia (remote)

- Conducted interviews with international artists for a contemporary classical music magazine.
- Translated interviews from English and French for publication, ensuring clarity and maintaining the essence of each artist's voice.

Host & Youtube Creator

June 2019 - February 2022

YouTube (self-employed)

- Produced weekly video content focused on classical music education, industry news, and interviews with musicians.
- Collaborated with various artists to create engaging and informative videos, fostering a deeper connection between classical music and its audience.

LANGUAGES

C2 English

C2 Russian (native)

C2 French

B2 Italian

A2 German