

Simone Carpi

Creative Director & Brand Strategist

"Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power." (Tao te Ching, v.33)



✉ beatstudiofilm@gmail.com 📞 +393391369498 🌐 www.beatstudio.info 🔗 linkedin.com/in/simonecarpi

WORK EXPERIENCES

Digital Marketing Strategist Media Design Studio

2024 - 2024 Reggio Emilia
Leading strategic communication and creative production for a rebranding phase of Media Design. In charge of content planning, brand storytelling, and video production strategy.

Contact: @mediadesignsrl - Instagram, LinkedIn, Facebook

Creative Strategist Parma Clima

2023 - 2024 Parma
Developing creative concepts, content strategies, and visual formats for client companies. Involved in campaign design, video shooting, and communication planning.

Contact: @parmaclima - Instagram, LinkedIn, Facebook, YouTube

Founder & Creative Director BEAT!STUDIO - "Where every frame tells a Tale"

2023 - 2024 Milano
info:
• Independent studio for visual storytelling and brand content. Leading creative direction and production for clients in the SME and cultural sectors.

Social Media Manager Giime

2023 - 2024 Parma
Built and managed the brand's social presence through editorial planning, content production, and performance analysis.

Contact: @giimesrl - Instagram, LinkedIn, Facebook

Rebranding Specialist Cosmo Clima

2024 - 2024 Varese
Project-based role focused on refreshing the brand identity and launching a targeted social media presence.

Contact: @cosmoclima (IG) - Instagram

PREVIOUS EXPERIENCE

Digital Transformation Agent - FERRARI FORMULA 1 (2018 - 2020)
• Led UX/UI innovation and digital process improvement in IT division.

Founder & CMO - FitNation (Startup) (2020 - 2022)
• Launched and managed a food-tech startup focused on balanced meals and ecommerce strategy.

PROJECT & SIDE WORK

🎬 Producer & Director of "Mea Culpa"
A film selected at Worldwide Festival and featured on FilmFreeway.

🎧 Host & Founder of "Ultima Visione"
A cinema podcast featuring interviews, deep-dive reviews, and interactive audience formats.

EDUCATION

MSc in Management Engineering Università degli Studi di Parma

TECHNICAL SKILLS

Da Vinci Resolve	
Adobe Premiere	
Quick Tools (Canva, CapCut)	
AI tools (ChatGPT, Runway, Midjourney)	
Adobe Photoshop	

HUMAN SKILLS

Storytelling	
Creative Direction	
Communication	
Team Management	
Problem Solving	
Leadership	

LANGUAGES

Italian	English
Native or Bilingual Proficiency	Full Professional Proficiency
Spanish	
Professional Working Proficiency	

PASSIONS

🎬 Cinema	🏔️ Hiking
🧬 Biohacking	🧘 Meditation
🍽️ Food Culture	🏃 Sport & Wellness