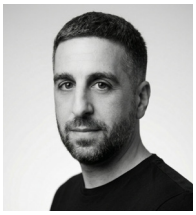

FABIO VALLANA

PROJECT & PRODUCTION MANAGER / CREATIVE PRODUCER

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WORK EXPERIENCE

2023/03 - Today — Worldwide (Remote)

Freelance Creative Producer & Production Manager / **Fabio Vallana**

Freelance creative producer and production manager working across immersive exhibitions, audiovisual productions, and multimedia projects.
Directing and coordinating large-scale productions end to end, from creative concept, spatial design and visitor experience to planning, content integration and on-site installation in international environments.
In recent projects, expanded into narrative and artistic development, contributing to storytelling, visual concepts, and sound-driven experiences for immersive exhibitions.
Producing video content for global events and Web3 communities, including projects within the Ethereum ecosystem.
Available for remote collaboration and on-site missions internationally.

2015/06 - 2023/03 — Florence, ITALY

Project & Production Manager / **Crossmedia Group**

Led the creative direction and production of large-scale immersive exhibitions across Europe, Asia, and Latin America, shaping visitor journeys, scenography and spatial design alongside complex audiovisual environments.
Oversaw technical planning, multimedia systems coordination, and on-site execution across all project phases; from pre-production to installation and live operation.
Collaborated with art directors, technical teams, clients and AV providers to deliver consistent, high-quality multimedia installations across different locations and production contexts.
Contributed to the production of 50+ exhibitions across 30+ cities in 15+ countries, managing production planning and budgeting within fast-paced environments with tight timelines, multiple stakeholders, and real-world constraints.
Production credits include immersive exhibitions dedicated to Van Gogh, Gustav Klimt, Frida Kahlo, Monet, Leonardo da Vinci, Raffaello, Magritte, Dalí, Banksy, Modigliani, and Nuovo Cinema Paradiso.

2006/09 - 06/2015 — Various Locations

Previous Roles & Early Background

Before specializing in immersive exhibitions and multimedia production, I built my foundation across graphic design, editorial publishing, and communication.
I worked in creative agencies and publishing environments, later taking on a team lead role at Romano Editore (Florence), coordinating editorial layout, print production and promotional materials, working closely with printers on materials, finishes and specifications.
In parallel, I pursued a career as a singer and musician, founding and managing a live music and entertainment initiative, producing and coordinating events across Italy.
These experiences shaped a multidisciplinary approach spanning design, content production, and live events, which later evolved into audiovisual, video, and immersive productions.

EDUCATION

Professional Certificate in Web Design
VCO FORMAZIONE - Verbania (Italy)

Main subjects: *HTML, communication technology, web design, digital graphics, and marketing.*

2006

Professional Certificate in Digital Graphic Design
VCO FORMAZIONE - Verbania (Italy)

Main subjects: *vector and bitmap graphics, editorial design, visual marketing, and communication strategies.*

2005

High School Diploma in Graphic Design
IIS Ferrini Franzosini - Verbania (Italy)

Main subjects: *art history, photography, visual communication, technical drawing, advertising and design theory.*

2005

LANGUAGES

Italian
Spanish
English
French

ABOUT ME

Project & Production Manager *and* ***Creative Producer*** *with over 10 years of experience in immersive exhibitions and audiovisual productions across* ***Europe****,* ***Asia****, and* ***Latin America****, spanning creative direction, spatial design and on-site delivery.*
Contributed to ***50+ large-scale productions worldwide****, from concept and creative development to on-site execution, managing planning, budgets, international teams, and stakeholder relationships in complex fast-paced environments.*
In parallel, developed ***video content*** *for global events and Web3 communities, covering direction, filming, editing, and post-production.*
Native ***Italian*** *speaker, near-native* ***Spanish****, fluent* ***English****, conversational* ***French****.*

HARD & SOFT SKILLS

- AV & Multimedia Production
- AI Tools for Creative Production
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop (incl. Lightroom)
- Adobe InDesign / Illustrator
- SketchUp 3D
- Notion
- Budgeting & Production Planning
- Project Management
- Creative Thinking
- Problem Solving
- Workflow Management
- Team Coordination
- Cross-cultural Collaboration