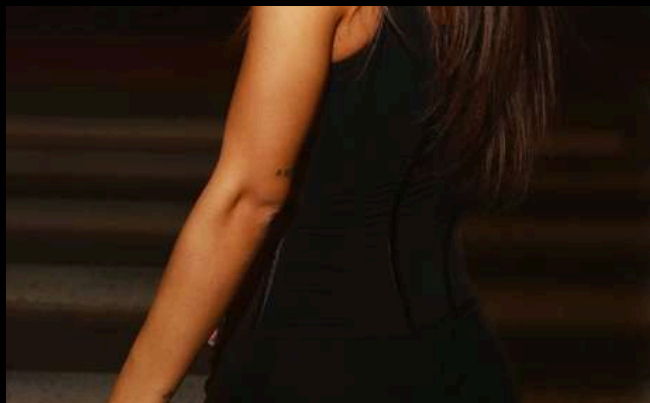


PORTFOLIO

creative

PRESENTATION BY AURORA MERENDA



MY PERSONALITY AT WORK.

MERCATORUM | COMMUNICATION AND
MULTIMEDIA SCIENCES

IIBMI | COMMUNICATION & PROBLEM
SOLVING SKILLS

IED EUROPEAN INSTITUTE OF
DESIGN | EVENT
MANAGEMENT

ART HIGT SCHOOL GAETANO
CHIERICI | AUDIOVISUAL AND
MULTIMEDIA

I'M HIGHLY MOTIVATED TO PURSUE A CAREER IN **CREATIVE DIRECTION**, AIMING TO GROW AS AN ART DIRECTOR. MY PROFESSIONAL JOURNEY BEGAN IN ACTING, THEN EVOLVED INTO PHOTOGRAPHY AND AUDIOVISUAL ART, WHERE I HONED MY FOCUS ON VISUAL COMPOSITION AND VISUAL STORYTELLING.

VIDEOGRAPHY

Video Content Production:
music videos and promotional
reels.

PHOTOGRAPH

Photo Shoots:
for editorial, commercial, and
private campaigns.

CONTENT CREATION

Content Creation:
clubs, local and events.

SOCIAL MEDIA

Social media management:
from monthly editorial planning to
content creation.

GRAPHIC DESIGN

Graphic Design:
posters, business cards, and
creative portfolios.

EVENTS

Event Planning:
supplier selection, program setup,
and ongoing monitoring.

CREATIVE PORTFOLIO

VIDEOGRAPHY



ALL THE CONTENTS YOU FIND HAVE BEEN
CREATED THANKS TO THE
COLLABORATION OF A DEDICATED TEAM
AND THE SUPPORT OF VARIOUS
PRODUCTION STUDIOS

2024 | 2025 | 2026

RE | MI

MERENDA AURORA



CORPORATE

Work for FERRARI MUSEUM
[Ferrari Museum](#)



MUSIC VIDEO

Production by BROKENBONES STUDIO

Swat - Vita Cinema



MUSIC VIDEO

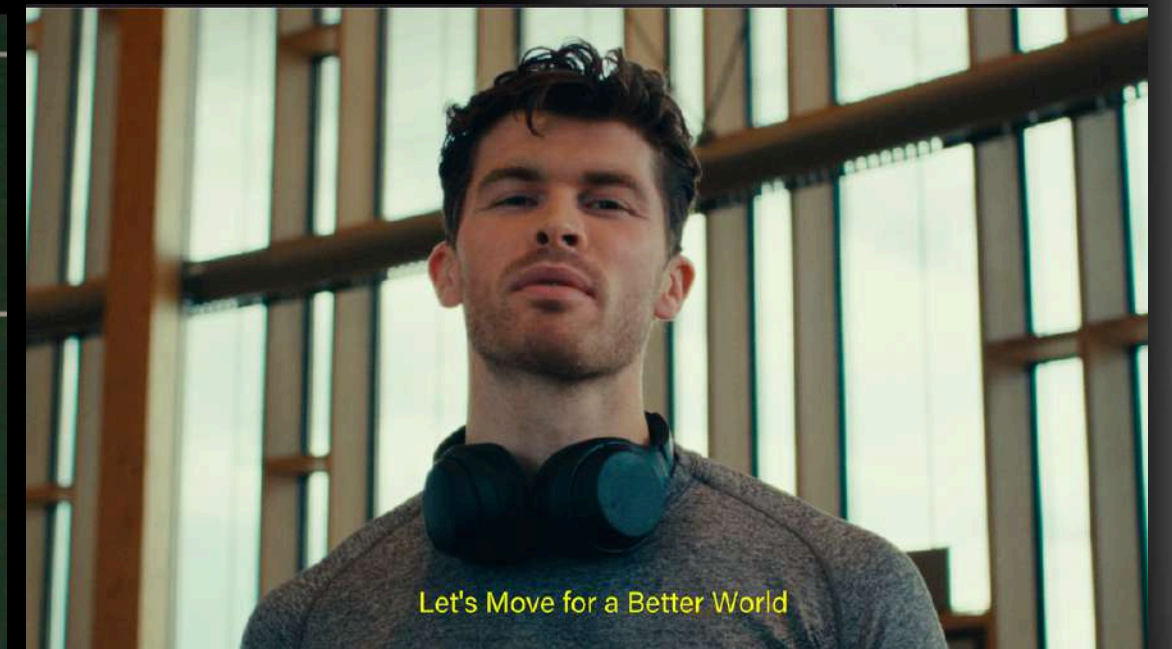
Work for SANREMO
Beatjunkie - 100 orari



Welcome to "Let's Move for a Better World"



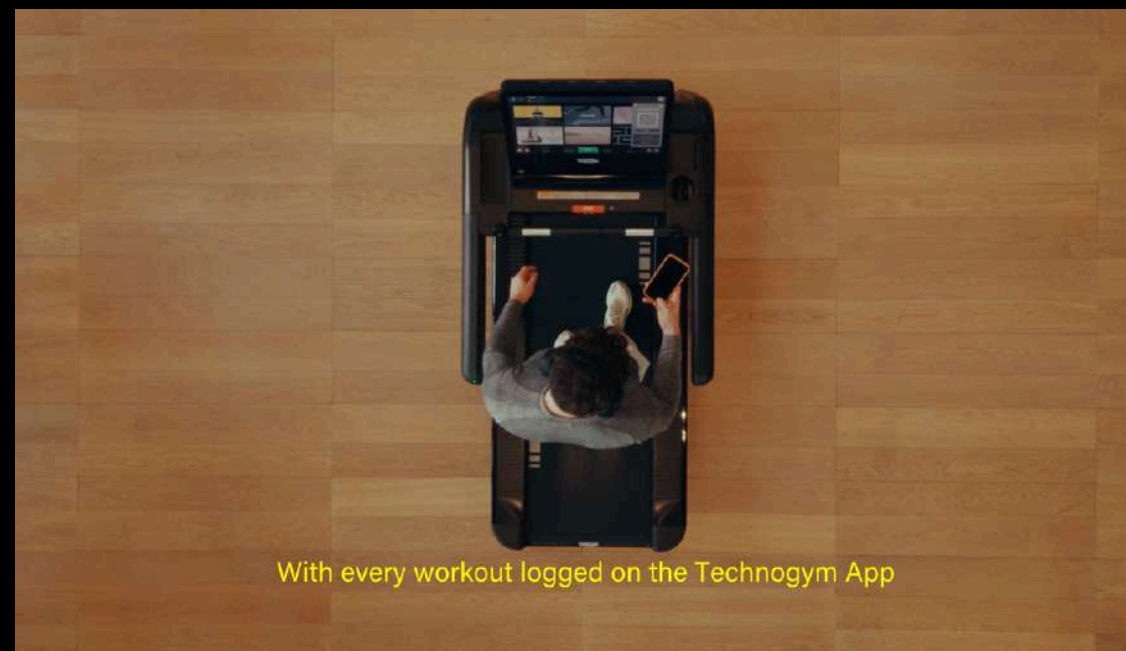
against sedentary lifestyles and obesity



Let's Move for a Better World



For every milestone reached



With every workout logged on the Technogym App



towards a healthier, happier world

COMMERCIAL

Production by CHIMERASTUDIO
TechnoGym Commercial



WEDDING

Production by **BROKENBONES STUDIO**
Wedding



MUSIC VIDEO

Production by **BROKENBONES STUDIO**
Mullah - Giorni



FASHION E-COMMERCE



RUMORS

DISCOVERY

Understand the brand, goals, and audience

RESEARCH

Market trends and visual benchmarking

IDEATION

Brainstorming concepts and creative directions

DESIGN

Bringing ideas to life with tools

FEEDBACK

Refining based on collaboration

DELIVERY

High-quality files, ready-to-use assets, and documentation

EXCLUSIVE DROPS

RUMORS STORE



CREATIVE PORTFOLIO

PHOTOGRAPHY



ALL THE CONTENTS YOU FIND HAVE BEEN
CREATED THANKS TO THE
COLLABORATION OF A DEDICATED TEAM
AND THE SUPPORT OF VARIOUS
PRODUCTION STUDIOS

2024 | 2025 | 2026

RE | MI

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CREATIVE PORTFOLIO

SOCIAL IMMEDIA



ALL THE CONTENTS YOU FIND HAVE BEEN
CREATED THANKS TO THE
COLLABORATION OF A DEDICATED TEAM
AND THE SUPPORT OF VARIOUS
PRODUCTION STUDIOS

2025 | 2026

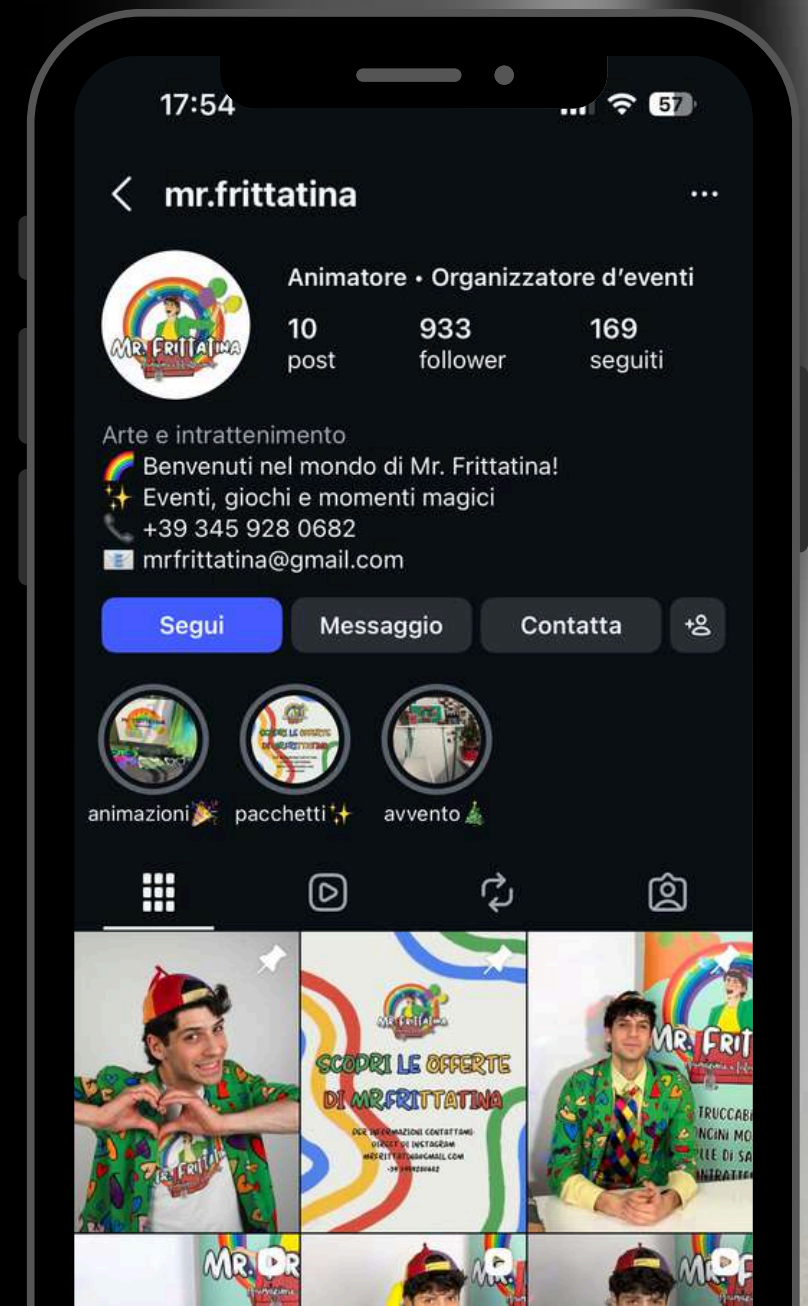
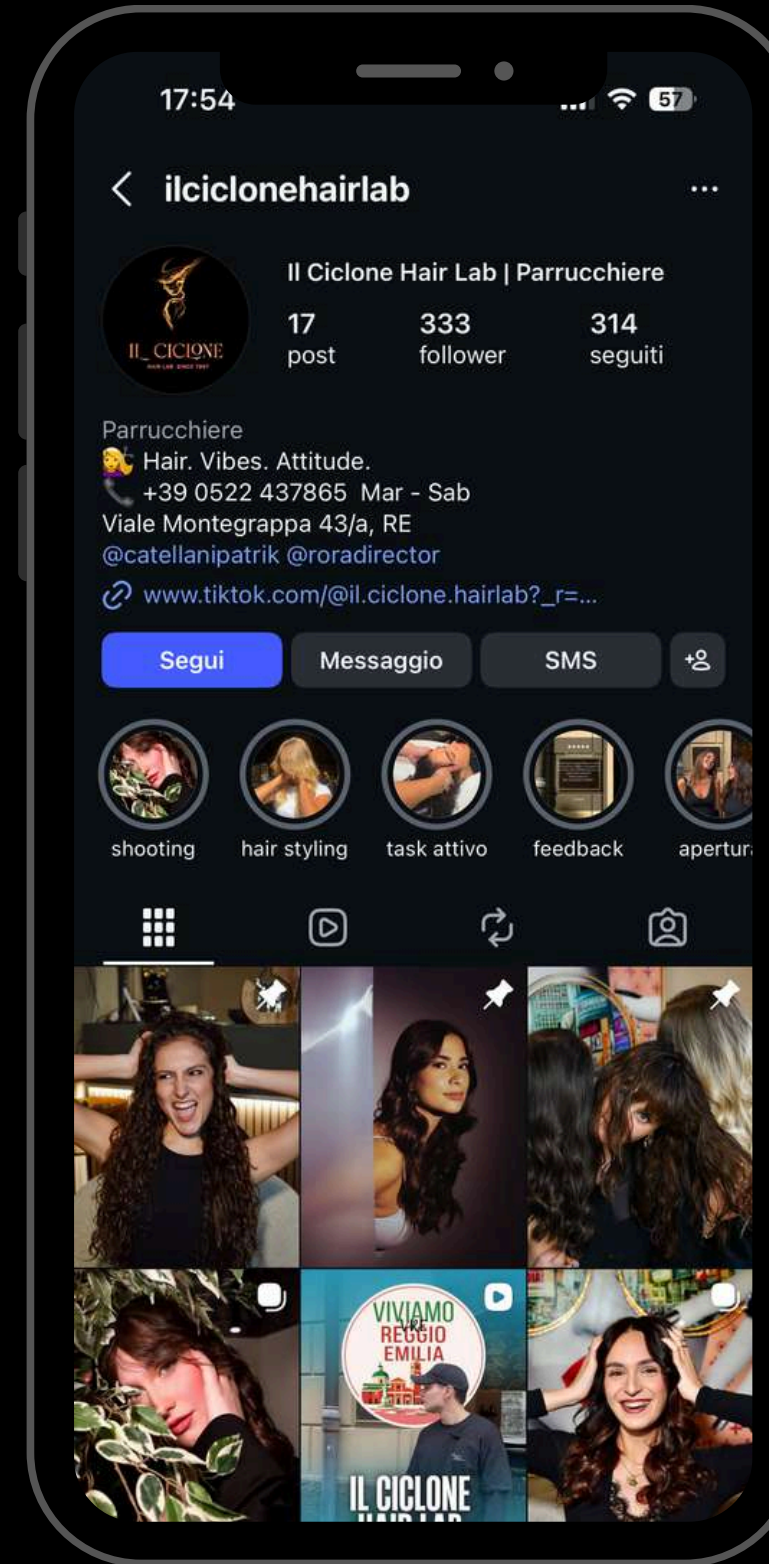
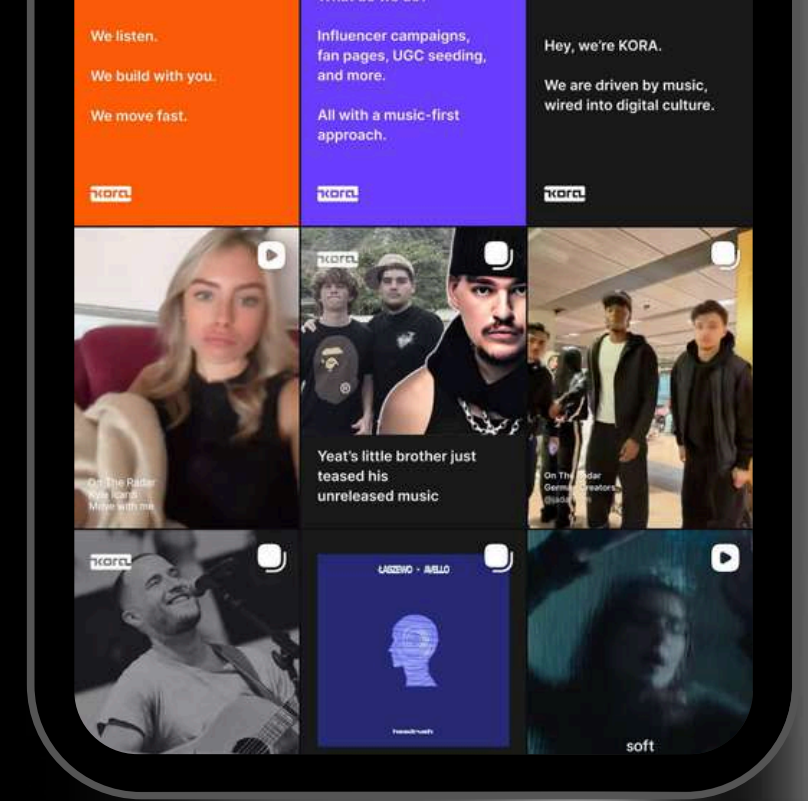
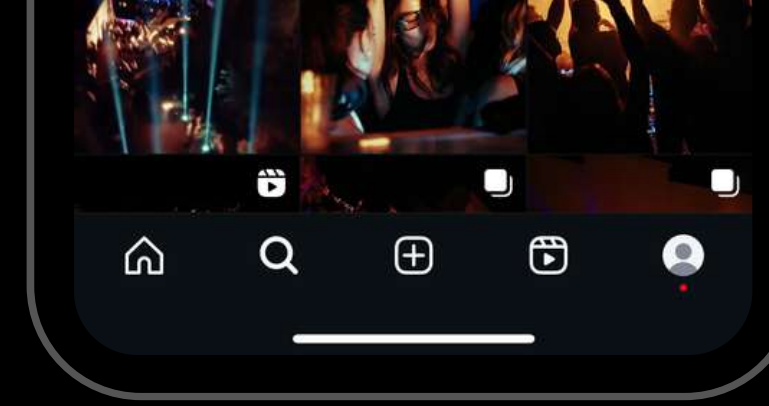
RE | MI

MERENDA AURORA

SOCIAL MEDIA

CONTENT ANALYTICS AND GROWTH

PAGES I MANAGE ON IG



**LET'S
TOGETHER**



WORK

**GET
TOUCH**

IN

IN THE CREATION OF EACH OF MY PROJECTS, I STRIVE NOT ONLY TO PURSUE AESTHETICS, BUT I ALWAYS KEEP IN MIND THE HUMAN AND REAL SIDE OF THE PEOPLE INVOLVED IN THE COLLABORATION

SOCIAL IG | @RORADIRECTOR

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MAGNA
GRÆCIA
FILM
FESTIVAL

TECHNOGYM®




DOPPIO MALTO



FACE MAGAZINE
FASHION ART CULTURE ENTERTAINMENT

REAL
TALK

SANREMO

ITALGHISA
REGGIO EMILIA


FROZEN
• CLUB | MODENA •