GIANLUCA SIMONE

Creative Producer — Fashion & Digital Production

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PROFILE

Producer with more than three years' experience delivering end-to-end fashion and lifestyle production for international clients including Armani, Loro Piana and Amiri. Skilled in coordinating cross-functional creative teams and client relationships across concurrent productions, with a track record of building internal tools — including an AI-assisted production platform now being adopted company-wide — to bring efficiency and data visibility to studio operations.

PROFESSIONAL EXPERIENCE

Producer · Hyphen Group, Milan — April 2023 – Present

- Led end-to-end production for fashion and lifestyle campaigns for international clients including Armani, Loro Piana and Amiri, from planning through to post-production delivery.
- Directed production teams ranging from large single productions — up to 40 freelance specialists including photographers, stylists, talent and make-up artists — to running multiple smaller productions concurrently.
- Acted as primary client point of contact, translating briefs into production plans and managing feedback loops across editorial, e-commerce and B2C/B2B projects.
- **Designed and built Hyphen Dashboard,** an internal cloud platform (Next.js, Supabase, Vercel) replacing manual Excel tracking with real-time production planning, supplier performance monitoring and cost/margin visibility across the studio's external and internal teams — now being adopted company-wide.

Assistant Producer · Hyphen Group, Milan — November 2022 – March 2023

- Supported producers across the full production lifecycle, from brief translation to final asset delivery, for seasonal campaigns.
- Coordinated workflows between creative teams and post-production to meet digital and editorial calendars.

Store Manager · Macha Poké, Verona — April 2021 – August 2022

- Managed daily operations for a multi-site food retail chain: supplier ordering, client-facing service, cash handling and monthly reconciliation.

Footwear Sales Assistant · JD Sports, Verona — October 2018 – December 2020

- Managed client relations, inventory and visual merchandising for the footwear department, consistently meeting sales targets.

EDUCATION

Master in Fashion Marketing & Communication · Moodart School of Fashion Communication, Verona — 2021 – 2022

Key focus: Brand Management, Fashion Trend Analysis, Creative Production and Digital Communication Strategy

Scientific Sports High School Diploma · Istituto Seghetti, Verona — 2013 – 2018

SKILLS

- **Production & Project Management:** end-to-end production coordination · cross-functional team leadership · client relationship management · budget/cost tracking and reporting
- **Tools & Platforms:** Adobe Photoshop, Lightroom, InDesign · Figma · Canva · WordPress/Elementor (basic) · Microsoft 365
- **Digital & AI:** daily use of Claude / Claude Code, ChatGPT and Gemini for production workflows and internal tool development · Certified: Claude 101 (Anthropic)

LANGUAGES

Italian — Native · English — C1 (Advanced)