

ALESSANDRO MAZZARELLA

AI Creative Director | Video Production | Performance UGC Ads

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PROFILE

AI Creative Director with 10+ years in professional video production (Sky Italia, Movicom Group) now specializing in AI-powered UGC ad creation for performance marketing. I build full-pipeline workflows — from AI image generation to video animation, voice synthesis, and lip-sync — producing conversion-ready 9:16 ads at scale with zero traditional production costs. Expert in consumer psychology-driven scripting, viral hook engineering, and rapid creative iteration for mobile-first platforms.

EXPERIENCE

AI Creative Director — Freelance

Oct 2024 — Present

Self-Employed | Remote (Malta / EU)

- End-to-end AI UGC ad production: concept, scripting, AI image generation, video animation, voice synthesis, lip-sync, and post-production — delivering platform-ready 9:16 creatives.
- Built automated ComfyUI pipelines (8 parallel workflows) for high-volume creative output using Z-Image Turbo, LTX-2.3, Kling 3.0, and ElevenLabs voice cloning.
- Developed consumer psychology-driven ad scripts based on 5 motivation frameworks (Pain Avoidance, Confidence, Status, Belonging, Convenience) with viral hook engineering.
- Created portfolio of AI UGC ads for Snakzy (Eneba) as a live prototype — 6 creatives, multiple audience segments (13-30yo), diverse hook styles and character archetypes.

Senior Camera Operator

Sep 2019 — Sep 2024

Sky Italia | Milan, Italy

- 5 years operating broadcast cameras for live TV production — sports, entertainment, news — managing multi-camera setups, real-time direction, and high-pressure live environments.
- Deep understanding of framing, composition, lighting, pacing, and visual storytelling that directly informs AI-generated video direction and prompt engineering.
- Trained junior operators and contributed to workflow optimization across production teams.

Robycam Pilot

Feb 2020 — Dec 2025

Movicom Group / Robycam Global | Milan, Italy

- Operated robotic camera systems (Robycam, Spidercam-type rigs) for major live broadcasts and events — precise 3D camera movements, tracking shots, and aerial perspectives.
- Technical expertise in camera physics, motion control, and spatial choreography — skills now applied to AI video motion prompting and cinematic camera direction.

TECHNICAL SKILLS

AI Image	Z-Image Turbo, Flux, Kling 3.0 Image Gen ComfyUI (local GPU pipelines, GGUF quantization)
AI Video	Kling 3.0 Omni, VEO 3.1, LTX-2.3, Runway Gen-3 I2V, motion control, multi-shot storyboards
AI Audio	ElevenLabs (TTS, voice cloning), Suno (music) LatentSync lip-sync
AI Strategy	ChatGPT, Claude UGC scripting, hook engineering, consumer psychology frameworks
Post-Production	Premiere Pro, After Effects, CapCut Color grading, sound design, motion graphics
Workflow	ComfyUI (8 parallel pipelines), ffmpeg, Python automation RTX 4070 local inference

EDUCATION

Film, Video and Photographic Arts

2015 — 2019

ITSOS Albe Steiner | Milan, Italy

PORTFOLIO

[mazzarella-ugc-application.netlify.app](#) — 6 AI-generated UGC video ads for Snakzy (live prototype)

LANGUAGES

Italian (Native) • English (Fluent) • Maltese (Conversational)