



Verenne Ferrari

EXECUTIVE PRODUCER /
SUSTAINABILITY MANAGER

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FILM AND PHOTO PRODUCTION EXPERTISE IN ADVERTISING AND DIGITAL CONTENT

- Optimization of production costs and creative intentions.
- Production management : prep, shoot, post production, contracts.
- Production coordination: client, agency, talent, production crew.
- International production resources, both technical and artistic: production companies, crews, directors, photographers, vendors, ..

SUSTAINABILITY MANAGEMENT

- Development of eco-production strategy
- Awareness-raising and support for stakeholders.
- Sourcing of eco-responsible service providers.
- Valorization and communication of sustainable actions.
- Establishment of comparative carbon assessments

DUAL CITIZENSHIP FRENCH/AMERICAN (15 yrs in the US)

TRAINING / CERTIFICATION

- 2021 Certification in Business Sustainability Management (Cambridge University)
- 2024 Training in Tools & Process for Sustainable Film Production (A Better Prod)
- 2024 Certification in eco-production management (Fabrique des formats, in partnership with ECOPROD, certification CPNEF)

EXECUTIVE PRODUCER / SUSTAINABILITY MANAGER (PARIS 2024)

Strategy and management in eco-production

CREATIVE PRODUCER BETC LUXE (PARIS 2023)

Films, photos and digital content.

CLIENTS: Givenchy, Van Cleef & Arpels, FRED jewelry

CO-FOUNDER AND EXECUTIVE PRODUCER HIGH NOON (PARIS 2014 - 2022)

Production company specialized in advertising and digital content for cosmetic and luxury brands.

CLIENTS: Dior cosmetics, l'Oréal Paris, Garnier, Cover Girl, Kenzo Flower, Estée Lauder, Lancôme, Clairol, Rimmel, Nowness, Dolce Gabbana ..

EXECUTIVE PRODUCER (PARIS 2010 - 2013)

PRODUCTION COMPANIES: Quad, Henry, Gang, Passion Paris.

CLIENTS: Infinity, Vivelle DOP, M&Ms, Nowness, Kia, Lipton, Adopt, ..

DIRECTORS: Tom Kan, Raf Wathion, Ab/cd/cd, Planktoon, Patrick Jean, Julius Berg, ..

EXECUTIVE PRODUCER MUSIC VIDEOS & REP ADVERTISING (NEW YORK 2003 - 2010)

ADVERTISING : Maybeline, Pantene, Cover Girl, Tommy Hilfiger, l'Oréal Paris, ..

DIRECTORS: Stephane Sednaoui, Guzman, Cleo Sullivan.

MUSIC VIDEOS : Kid cudi, Jay Z, Beyonce, Lenny Kravitz, Metallica, Madona, Taylor Swift, John Mayer, OkGo, James Morrison, Deftones, 30 sec to mars, Ludacris ..

DIRECTORS: Phil Andelman, Ab/cd /dc, Thomas Vinterberg, Traktor, Barnaby Roper, Spike Jonze, François Vogel, Tom Kuntz, Paul Fedor, ..

MUSIC VIDEO PRODUCER BLACK DOG/RSA (LOS ANGELES 1999 - 2003)

ARTISTS: Goldfrapp, U2, Tricky, Ryan Adams, Erika Badu, Will Smith, Justin Timberlake, Destiny's Child, Gwen Stefani, Christina Aguilera, Lil Nas, Puff Daddy, Jlo, ..

DIRECTORS: Jake Scott, Luke Scott, Jordan Scott, Cassius, Marcus Nispel, ..

MUSIC VIDEO REP PALOMAR PICTURES (LOS ANGELES 1995 - 1999)

ARTISTS: Foo Fighters, Janet Jackson, Michael Jackson, Peter Gabriel, Tom Petty, Radiohead, Madonna, Bjork, Neneh Cherry, Kylie Minogue, Cranberries, Tori Amos, Billy Idol, Peter Gabriel, Seal, Meshell Ndegeocello, Kylie Minogue, ..

DIRECTORS: Keir McFarlane, Melodie McDaniel, JB Mondino, Big TV, Michel Gondry, David Mould, Nick Brandt, ..