

# FABIO BASONE

## HEAD OF CONTENT



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Portfolio

[fabiobasone.com](http://fabiobasone.com)

## PROFILE

As a creative content expert with 20+ years of experience, I've collaborated with global organizations like Amnesty International and Médecins Sans Frontières, as well as renowned broadcasters such as the BBC, ITV, Channel 4, and VICE. Possessing considerable experience in every stage of production, my extensive portfolio showcases successful project management from concept to completion, driving measurable outcomes in high-profile campaigns.

## SKILLS

- **Strategic thinking:** ability to develop content strategy aligned with business goals.
- **Creativity:** technical and visual skills to create engaging and compelling content.
- **Leadership:** ability to lead and inspire a team of content creators.
- **Analytical skills:** proficiency in tracking and analysing content metrics to optimize strategy.
- **Communication skills:** effective in presenting data and collaborating with stakeholders.

## AWARDS



BAFTA | [Current Affairs Nomination:](#) "Ebola Frontline" (BBC1 Panorama)



Webby Awards | [People's Voice Winner:](#) "Teargas: An Investigation"



One World Media Award  
[Popular Features Winner:](#) "Ebola Frontline"

## EMPLOYMENT

### Video & Multimedia Content Manager

*Amnesty International* | Jan. 2018 - Present

Led creative teams to develop and produce content that drove engagement across various channels, supporting organisational objectives, and delivering measurable impact.

- Successfully conducted content audits, identified target audiences, and defined aims and objectives to design content strategies for global campaigns such as 'Write for Rights', Iran, Ukraine, and Xinjiang (Uyghurs).
- Used audience analysis and segmentation, SEO (including keyword optimisation) to devise content strategies for specific platforms, ensuring content had a measurable impact across KPIs.
- Successfully developed, pitched, produced and edited content to deliver significant impact and engagement:
  - **Pavitri: Standing Up to Big Business** received over 350,000 individual actions (as part of a letter writing campaign for 'Write for Rights) and numerous concessions from the power plant owners.
  - **Grassy Narrows Youth** garnered over 400,000 letters demanding action and a \$19.5 million agreement from Canadian PM, Justin Trudeau, for a care facility.
  - **Nyto: Facing Jail for Rapping** received over 300K views across social media and a reduced sentence from a Spanish appeal court meaning he wasn't imprisoned.
  - **Teargas: An Investigation**, a Webby award-winning interactive website, with over 500K unique visitors.
- Developed brand guidelines for all social media outputs including the creation of visual and conceptual elements and grew audiences across Facebook, YouTube, Instagram, and TikTok, as well as amnesty.org
- Implemented innovative production tools, processes and workflows including Digital Asset Management systems, review platforms, and transcription automation to achieve a streamlined production pipeline.

## EMPLOYMENT CONTINUED

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### Video & Multimedia Manager

*Médecins Sans Frontières (Doctors Without Borders) | June 2013 - Dec. 2018*

I led a team of creatives to develop content strategy and craft engaging multimedia content across various platforms (blogs, articles, infographics, social media posts and videos, and podcasts).

- Spearheaded collaborations with external partners as part of a content strategy to expand reach beyond owned social media platforms:
    - Produced, and directed multi-platform content for MSF's Ebola mission, including the award-winning documentary *Ebola: Frontline* for BBC1, broadcast in 27 countries and cited by the UN.
    - Led creative teams to produce, film, edit content for MSF's Mediterranean Migration missions, including a [VICE News documentary](#) I filmed and directed that received over 4 million views.
  - Launched MSF [YouTube](#) channel, devising brand guidelines and content strategy to grow subscribers to 30K+
  - Produced photography, blogs, articles, and videos for landmark campaigns focussing on contexts such as Syria, Libya, Myanmar and Columbia, published on external platforms such as *The Guardian*, *Buzzfeed*, and *VOX*.
  - Developed and produced the podcast, *Everyday Emergency*, (iTunes, Spotify) with over 50K monthly downloads.
  - Commissioned and managed external suppliers, agencies, and freelancers to produce high-quality, on-brand content including DRTV advertisements and campaign videos.
  - Collaborated with internal and external stakeholders to devise content strategy in crisis contexts such as Uganda, South Sudan, D.R. Congo, and Sierra Leone, producing engaging content on time and within budget.
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### Producer & Director

*TV Industry (Various Companies) | June 2003 - June 2013*

Over 10 years I worked for renowned UK broadcasters such as the BBC, ITV, and Channel 4 producing and directing content across a range of subjects; from organ donation to structural engineering. For a full list of credits, please see my LinkedIn profile.

- Recruited and trained by the BBC as part of the 'Researcher Talent Pool' working across BBC documentaries and factual television.
- Successfully developed and pitched story ideas to senior Executives across a range of programs.
- Crafted powerful stories for documentaries and factual television programs across major UK broadcasters.
- Recruited and led teams to create compelling content under tight deadlines and limited budgets.
- Organized complex shoots and managed multiple projects simultaneously (including live outside broadcasts)
- Built strong relationships with subject and crew members to create a cohesive, collaborative environment.
- Freelance producer/director/camera operator for production companies such as RDF, Mentorn, Endemol Shine, North One Television, and Windfall Films.

## EDUCATION

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### BA (Hons) BROADCASTING (1<sup>st</sup>)

*University of Leeds | Leeds, UK  
2000 - 2003*

## APPS & TOOLS

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 Adobe Premiere Pro

 Adobe After Effects

 Adobe Illustrator

 Adobe Photoshop

 Video Cameras

 Digital Asset Management

 Content Management Systems