

# IVAN BARRETTA

FILMMAKER • EDITOR



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Multilingual storyteller with a 15-year portfolio delivering prestige unscripted narratives for global platforms including **Netflix**, **Disney+**, **Amazon Prime**, and the **BBC**. From editing world-renowned franchises like *Drive to Survive* and *All or Nothing* to directing national tech campaigns, I immerse myself in the full creative lifecycle – directing, filming, and editing – until the narrative finds its own heartbeat. An early adopter of **Generative AI**, I bridge the gap between traditional filmmaking expertise and cutting-edge production pipelines to deliver visionary, future-facing content.

## EXPERIENCE

### ■ **Octopus Energy** | FILMMAKER & EDITOR

(2022 – 2026)

Directed millions-viewed TV and digital commercials and national campaigns for the UK's fastest-growing tech company, pioneering a Generative AI production workflow – scaling the brand's global reach and its YouTube subscriber base.

Architected a video-first B2B strategy, synthesising tech narratives into premium content for the brand leading the charge in the renewable energy transition.

### ■ **Channel 4** | **Gogglebox** | EDITOR

(2021)

Architected the signature comedic pacing and narrative hooks for the BAFTA-winning series, synthesising high-volume footage into a satirical, high-impact factual format.

Thrived in a high-pressure, reactive environment, executing rapid weekly turnarounds where editorial instincts were critical to ensuring the series' success.

### ■ **Amazon Prime** | **All or Nothing: Juventus** | EDITOR

(2020 – 2021)

Crafted high-stakes story arcs for the award-winning Amazon series, distilling hundreds of hours of fly-on-the-wall footage into visceral, cinematic episodes featuring Cristiano Ronaldo's tenure at Italy's most iconic football club.

Managed the multi-cam synthesis of exclusive locker-room and match-day footage, utilising rhythmic editing and sound design to define the series' visual language.

### ■ **Disney+** | **Among the Stars** | ASSEMBLY EDITOR

(2020)

Engineered complex multi-cam assemblies for the NASA documentary series, synthesising substantial hours of live ISS spacewalks and mission-control footage into a cohesive narrative foundation.

Managed the narrative integrity of high-stakes footage – documenting the challenges of life in space – ensuring Disney's "Gold Standard" of visual excellence.

■ **Netflix | *Drive to Survive* | ASSISTANT EDITOR** (2019 – 2020)

Implemented high-efficiency workflows for the Emmy-winning series, managing the synthesis of colossal footage to redefine the global sports documentary genre.

Collaborated with Editors to distill raw observational footage into visceral narrative sequences, crafting the story arcs and cinematic intensity that became the show's signature.

■ **Netflix | *Sunderland 'Til I Die* | ASSISTANT EDITOR** (2017 – 2019)

Architected high-efficiency workflows for the award-winning Netflix original series, synchronising and mapping extensive volumes of multi-cam footage to facilitate rapid assemblies.

Collaborated with Editors and Producers to synthesise observational footage into compelling narrative sequences, defining the series' signature cinematic style.

■ **Royal Caribbean International | FILMMAKER & EDITOR** (2013 – 2017)

Directed, filmed, and edited a high volume of content – including short documentaries, infomercials, and events – while providing video support for Broadway musical productions.

Managed the end-to-end operation of 13 onboard broadcast channels, ensuring seamless content delivery and technical reliability across the global fleet.

■ **Additional Production Credits** (2010 – 2013)

Sky | *Argos TV Channel* | LIVE TV PRODUCER

BBC | *MasterChef* | CAMERA ASSISTANT

BBC | *MasterChef* | POST-PRODUCTION ASSISTANT

Channel 4 | *Skins* | PRODUCTION ASSISTANT

## SKILLS

**AI Tools:** Midjourney, Runway, Seedance, Kling, Higgsfield, Topaz, ElevenLabs, Suno

**Post-Production:** Avid Media Composer, Premiere Pro, Photoshop, After Effects

**Camera Systems:** Canon, Sony, BlackMagic, Arri, Panasonic

**Languages:** English, Portuguese, Italian, Spanish

## EDUCATION

**AI Filmmaking Course** | Curious Refuge (2025–2026)

**BA Film & Broadcast Production** | London Metropolitan University (2005–2008)