



# ALESSANDRO SIGISMONDI

## Conscious Creator

Living a life of purpose since 2013. Getting ready since 1974.

### CONTACT

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### SKILLS

- Creative Direction
- Videography
- Photography
- DOP
- Copywriting
- Editing (photo & Video)
- Teaching and mentoring
- Social Media Managing
- Yoga (authorised teacher by Sharath Jois in Mysore, India)

### MAIN CLIENTS

Liforme, Pure Group, Omstars, Daily Yoga, Yoga International, Mandala Yogawear, Dharma Bums, Triyoga

### RELEVANT EXPERIENCE

#### Founder

Sigismondi Productions | Jan 2013 - present

- January 2013 started shooting yogis in Mysore, India
- February 2013 first magazine feature (Elephant Journal)
- July 2013 started shooting yogis internationally
- February 2014 started cooperation with Pure Group
- January 2015 filmed "the Impossible" (10m views on YT)
- January 2016 first brand deal (documentary "My Dharma" for Australian activewear Dharma Bums)
- April 2017 started cooperation with Omstars
- June 2019 started cooperation with Liforme
- October 2020 started cooperation with Triyoga
- January 2022 started cooperation with Daily Yoga
- June 2021 started hosting content creation workshops, retreats and mentoring other creators

#### Previous experiences

- 1998. MTV Italy, Milan. Assistant Producer
- 1999 - 2009 In ADV, Torino. Copywriter
- 2000-2013 Italia Brand Group, Creative Director

### EDUCATION BACKGROUND

#### Master Degree in Science of Communication

Università degli Studi Torino | 1993 - 1998

- Graduated with 110/110 Magna Cum Laude