

PAVLE TORCHETTI

Creative working across music, film, advertising and visual identity.

Combines advertising campaign work, independent music production and AI-built web products — taking ideas from concept to execution for brands, artists and small businesses. Looking to bring that range to a creative, content or A&R-support role in music.

London / Milan | pavletorchetti@gmail.com | @prod.pav | Portfolio: [add URL when live]

CREATIVE & CAMPAIGN WORK

School of Communication Arts London Portfolio School · 2024–2025

- Won a D&AD New Blood Pencil for “Spandex Connection,” a campaign created for giffgaff.
- Part of the first campaign in the programme's history to move from a student concept into a publicly launched campaign with real backing — General Bilimoria's Canteen.
- Built campaign concepts, strategy, copywriting and art direction across briefs for Coca-Cola, Adidas, Spotify, LinkedIn, Fanta and Specsavers, mentored and reviewed by creatives connected to Wieden+Kennedy, Mother, Ogilvy, Havas and TMS.
- Pitched and presented work under agency-style deadlines across multiple briefs, combining cultural insight, strategy and execution.

MUSIC PRODUCTION

Independent Producer 2020 – Present

- Delivered a complete independent release (“Some Way”) end-to-end: instrumental production, arrangement, video direction and editing, release artwork and social content.
- Produce and mix in FL Studio; strong in arrangement, drum programming, melody writing and sound selection.
- Design artwork and visual identity for independent releases, including album cover design and typography.
- Producing melodic rap, R&B, alternative pop and dark atmospheric music for five years.

WORK EXPERIENCE

Digital Marketing Work Experience Changee, Milan, Italy · July 2021

- Proposed campaign ideas and strategy in team meetings, several of which were seriously considered.
- Gained first-hand exposure to marketing analytics and reporting.

EDUCATION

Point Blank Music School Music Production and Audio Engineering · Sept 2025 – July 2026

School of Communication Arts London Portfolio School · 2024–2025

Amsterdam University of Applied Sciences Business Management · 2022–2024

Southbank International School International Baccalaureate · 2020–2022

SKILLS

Music Production: FL Studio, Logic Pro, Arrangement, Drum Programming, Melody Writing, Mixing, Sound Selection

Creative & Design: Adobe Photoshop, Adobe Illustrator, CapCut, Art Direction, Visual Identity, Typography

Advertising & Content: Campaign Strategy, Copywriting, Concept Development, Pitching & Presentation, Social Content

AI & Web: ChatGPT, Claude, Suno, Lovable, Base44 — used to build and sell AI-generated websites for small businesses

Languages: English (fluent), Italian (fluent)

INTERESTS

Broad, genre-spanning music taste, with a wider interest in culture, visual identity and creative trends.