

Salvatore Scala

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EXPERIENCE

AI Shot Integration & Background Design 2025 – Present
Black Cat Lab, Production Company
Generate and integrate AI-created shots into commercial pieces, and design backgrounds and environments for production.

Director’s Creative Assistant 2023 – 2026
Black Cat Lab, Production Company
Worked alongside the director throughout the creative process, building directing proposals and treatments – visual references, camera language and shot design.

EDUCATION

Copywriting Program 2026 – Present
Miami Ad School · Madrid, Spain

AI Specialist for Creatives 2025 – 2026
La Gauss Escuela de Diseño · Valencia, Spain

BA in Social Communication 2018 – 2023
Universidad Católica Andrés Bello · Venezuela

SKILLS

Generative AI · Magnific
Post-production · DaVinci Resolve
Vibe coding · Claude

AWARDS

Gold – Young Lions Film 2025
Venezuela
Shortlist – Young Lions Film 2026
Venezuela
Finalist – HumansDID 2026

LANGUAGES

Spanish · Native
English · Intermediate