



Resilience
we frame stories

COMPANY PROFILE



Our Identity

WHO WE ARE

Resilience is an agency specialized in the production of high-end videocontent for the social media world. We were born from a passion for visual storytelling and the belief that every brand deserves to be told through images that excite, engage, and convert.

Our mission is to transform our clients' vision into video content that generates concrete results, positioning ourselves as a strategic partner for the digital growth of their business.

Our Purpose



VIDEOMAKER
Federico Bernoni

CLIENT
Resilience Agency

We Create Business Value by
Producing Professional-Quality
Videos and Content

We don't just make videos: we build emotional bridges between brands and their audiences. Every project is an opportunity to elevate brand perception, increase engagement, and generate conversions through the narrative power of video marketing. Our approach combines artistic creativity and business strategy to ensure that every piece of content produced concretely contributes to our clients' business goals.

We Frame Stories

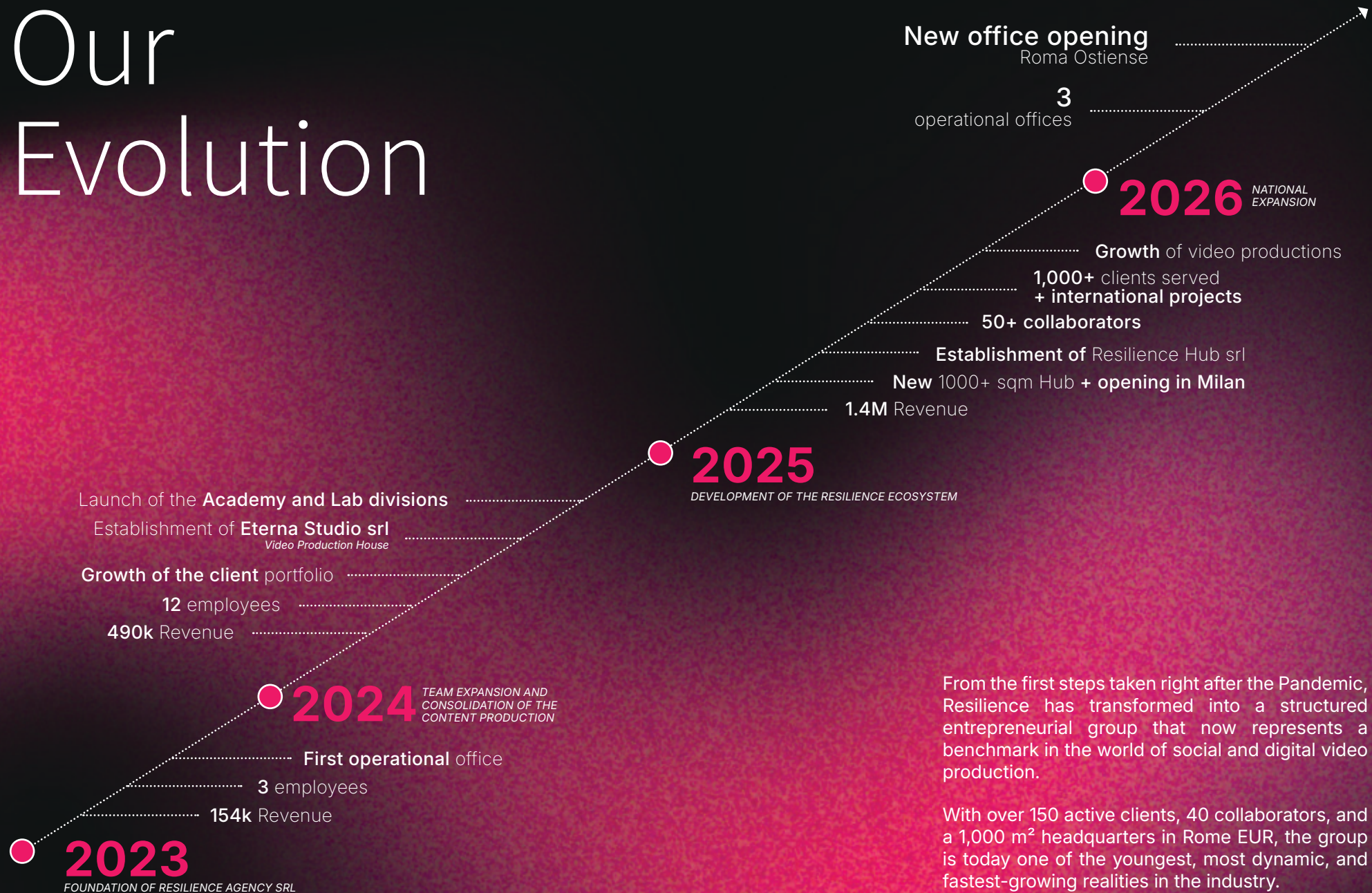


VIDEOMAKER
Federico Bernoni

CLIENT
RIV Videomarketing

OUR STORY

Our Evolution



From the first steps taken right after the Pandemic, Resilience has transformed into a structured entrepreneurial group that now represents a benchmark in the world of social and digital video production.

With over 150 active clients, 40 collaborators, and a 1,000 m² headquarters in Rome EUR, the group is today one of the youngest, most dynamic, and fastest-growing realities in the industry.

Our Services

VIDEO PRODUCTION

- Commercial videos for social media
- Content series and serial storytelling
- Product and lifestyle videos
- Interviews and testimonials

SOCIAL CONTENT CREATION

- Content optimized for Instagram, TikTok, LinkedIn
- Creative Stories and Reels
- Videos for advertising campaigns
- Social media strategy
- Content planning and editorial calendar
- Performance analysis and optimization

DIGITAL MARKETING

- Strategy
- Brand Identity
- Website
- Graphic





Our Strengths

PROFESSIONAL QUALITY

Cinematic standards applied to the social media world for content that stands out in the feed.

SECTOR EXPERTISE

Deep knowledge of the beauty, food, and service industries with specific and targeted approaches.

PERFORMANCE ORIENTED

Every video is designed to generate measurable results: engagement, reach, and conversions.

MULTIDISCIPLINARY TEAM

Creatives, strategists, videomakers, and social media managers working in synergy.

ADVANCED TECHNOLOGY

Professional equipment and cutting-edge software for high-level productions.

Our Method

● BRIEF & DISCOVERY

Brand analysis, goal setting, and development of the creative concept aligned with the social strategy.

● CREATIVE IDEATION

Detailed planning: storyboard, location scouting, casting, and production plan definition.

● PRODUCTION

Execution with cutting-edge technologies and a team of specialized professionals.

● POST-PRODUCTION

Advanced editing, color grading, sound design, and optimization for every social platform.

● DISTRIBUTION & PERFORMANCE

Delivery of content and performance monitoring for continuous optimization.



CLIENT
Sara Palisi

VIDEOMAKER
Giosuè Tripoli

Our Expertise

BEAUTY & WELLNESS

Luxury and lifestyle product videos, content for influencers and brand ambassadors, emotional storytelling for beauty routines.

FOOD & EXPERIENCE

Moving food photography, recipe videos and gourmet preparations, content for restaurants and food brands.

PROFESSIONAL SUPPORT & EDUCATION

Corporate storytelling, authentic client testimonials, educational and institutional videos.



Our Ecosystem



 **Eterna Studio**

If Resilience makes quality video production its mission, Eterna Studio is its crown jewel.

Eterna Studio is the production house for innovative and top-quality video content; from concept to execution, thanks to advanced technologies and a super-professional creative team. Stories always deserve to be told, but if you want to do it at the highest level, there is Eterna Studio.



 **Resilience Agency**

Here is where the most viral campaigns on social are born. Resilience Agency provides complete support in managing digital and traditional communication through the use of cutting-edge technologies and a team of experts dedicated to ensuring measurable results.

From strategy selection to execution and distribution across social channels, a highly skilled and constantly expanding team is ready to make your business known.




Resilience Academy is our proprietary training platform.

Here we train company staff and the social media managers of the future with an innovative program based on real cases, real clients, and direct in-office contact with Resilience professionals.




Resilience Hub represents our way of sharing our vision: a space where creativity and collaboration find their home; a space reserved for selected professionals, ready to share ideas, build ambitious projects, and make an impact. You don't just rent an office, you enter an exclusive environment designed for people aiming high. Every square meter was created to inspire, connect, and grow ideas and projects.



Resilience Lab is our creative workshop: strategies, websites, apps, interactive videos, management systems, software, and CRM are just some of our possible projects. In our Lab, we create tailor-made platforms for our clients.



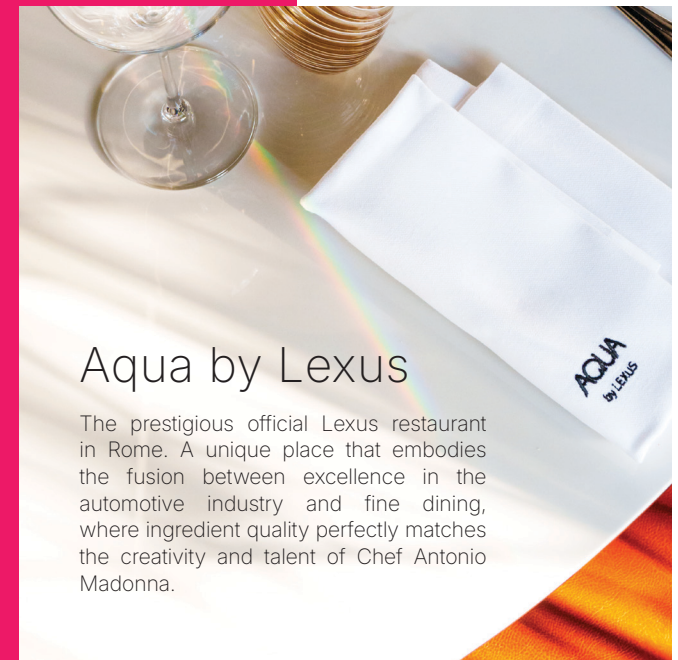
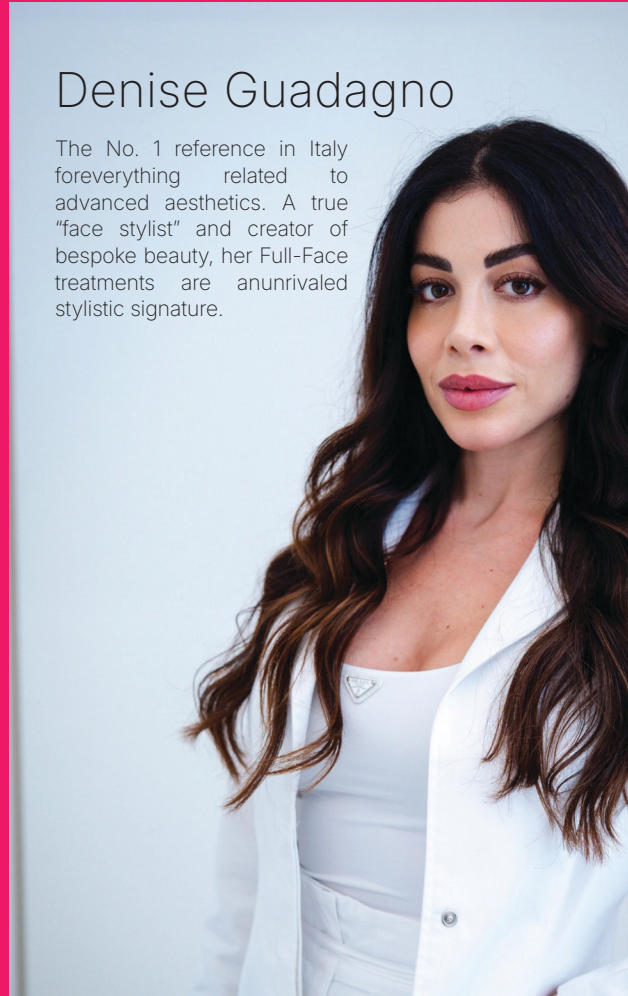


Who Chose Us



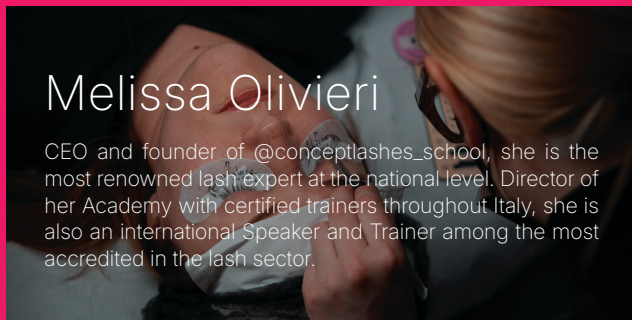
Denise Guadagno

The No. 1 reference in Italy for everything related to advanced aesthetics. A true "face stylist" and creator of bespoke beauty, her Full-Face treatments are an unrivaled stylistic signature.



Aqua by Lexus

The prestigious official Lexus restaurant in Rome. A unique place that embodies the fusion between excellence in the automotive industry and fine dining, where ingredient quality perfectly matches the creativity and talent of Chef Antonio Madonna.



Melissa Olivieri

CEO and founder of @conceptlashes_school, she is the most renowned lash expert at the national level. Director of her Academy with certified trainers throughout Italy, she is also an international Speaker and Trainer among the most accredited in the lash sector.



Danilo Foresi

Parrucchiere, Business Coach, successful entrepreneur, and founder of "Parrucchiere Organizzato," the first and most comprehensive professional evolution program for salon owners and beauty entrepreneurs.

Roma Sound Service

An entertainment agency specialized in designing extraordinary, tailor-made events to meet any request—from the creative concept to the staging. Meticulous attention to detail and a commitment to delivering a luxurious, unique, and unforgettable experience turn RSS into true Creators of Emotion.



Bocca di Roma

Led by Chef Emanuele Federici, the restaurant celebrates the authentic flavors of the sea with creativity and finesse. Ultra-fresh ingredients, elegant dishes, and a welcoming atmosphere make every experience unique, elevating Mediterranean tradition with a modern touch.



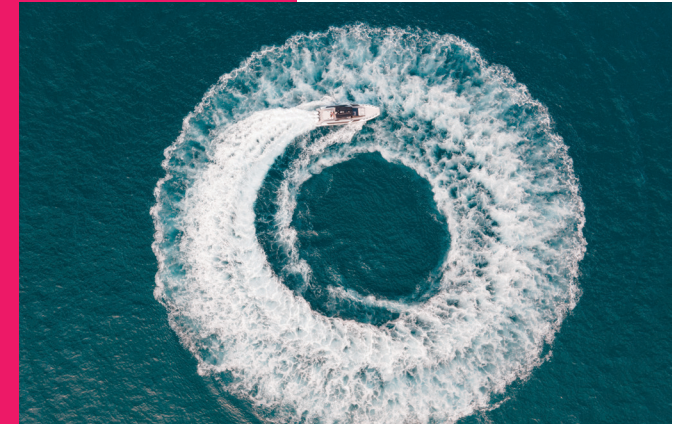
Battaglia Racing Team

The world of high-performance motorsport with incredible race cars. Rental opportunities and track-driving courses ignite emotions for both first-time drivers and seasoned racing enthusiasts.



Sara Palisi

Entrepreneur, judge at Permanent Make-Up competitions, and founder of @essebrows_academy. Creator of "5 Dermopigmentiste," the first TV format in Italy dedicated to the art and precision of dermopigmentation.



Honda Marine

With over 60 years of innovation, Honda Marine is a leader in the marine industry with reliable, high-performance outboard engines—the preferred choice of boating enthusiasts.

Our Team Our Greatest Value



Our Team

A close-knit team of creatives and strategists at the service of your

Your story is your greatest value, and those who work at Resilience know how to turn stories into strategic content that speaks to people's hearts. We are passionate creatives and talented professionals; and always resilient.

We frame stories, you make the difference.

Andrea Caruso

Founder & Chief Executive Officer - Resilience Group

Andrea Caruso is an all-around entrepreneur, able to combine strategic vision, an innovative mindset, and operational capability across multiple areas of contemporary business.

Class of 2003, founded **Resilience Agency** during the pandemic, turning an idea born in his bedroom into a group with a recognizable stylistic signature and oriented toward video excellence.

Today, Andrea leads an ecosystem that includes:

- **Resilience Agency srl** – creative agency focused on video, social, and communication (including Resilience Academy & Lab).
- **Eterna Studio srl** – vertical unit specialized in high-end video production.
- **Resilience Hub srl** – coworking space and business incubator.

He also successfully relaunched Italwig International, his family's historic wig store, now expanding with shops in Rome and Naples and a growing e-commerce channel.

Andrea is also a speaker at national and international events on video marketing, communication, and business innovation.





Our Studio: Where Stories Come to Life

The difference can be seen, heard, and felt.

Having a recording and video shooting studio directly in the office means turning every idea into reality without compromise. No renting external locations, no time limits, no creative constraints.

Our studio is the beating heart of Resilience: here we control every detail, from light to sound, from atmosphere to rhythm. We can experiment, refine, and perfect until the result reflects your vision exactly.

Speed, quality, flexibility. Three advantages that make the difference between a good video and an extraordinary one. Because when the studio is your home, every story can be told exactly as it deserves.

We frame stories in our space, without limits.



Our Recording Studio





Our B2B Approach

Beyond competition, collaboration.

Resilience is not just an agency: we are a strategic partner for other agencies and industry professionals. We provide our technical and human resources to support projects that require specialized video expertise and professional equipment.

Our B2B approach is based on three pillars:

Shared expertise: Our team of creatives and specialized technicians becomes an extension of yours.

Cutting-edge equipment: In-house studio, equipment (lights, lenses, microphones, cameras), and professional setups always available.

Operational flexibility: We support your projects with customized timing and methods.

We believe that industry growth comes through collaboration, not competition. That's why we offer white-label solutions and strategic partnerships that allow other agencies to expand their video offering without structural investments.

We frame stories, together.

Our Process to Start Collaborating

- **CONSULTATION CALL**
Free introductory call to understand your needs.
- **TAILORED PROPOSAL**
Development of a custom strategy with timeline and investment.
- **PROJECT KICK-OFF**
Start of the collaboration with detailed briefing.
- **PRODUCTION & DELIVERY**
Creation and delivery according to agreed timelines.





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SEDE OPERATIVA

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