

## Press release

# Italian Freelancer Wins \$10,000 in Global Video Contest

**28-year-old Riccardo Pinna from Villasor in Sardinia, Italy wins US\$10,000 in Freelancer.com US Presidential Campaign Video Contest**

**SYDNEY, Australia - 4 October 2023** – [Freelancer.com](https://www.freelancer.com) (ASX: FLN) (OTCQX: FLNCF), the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted, today announced the winner of its [US Presidential Campaign Video Contest](#).

The 2024 United States Presidential Campaign Video Contest gave participants the chance to showcase their creativity and storytelling skills by creating a compelling campaign video for any Presidential candidate of their choice.

After more than 1,140 entries from all around the world, Freelancer.com selected [Riccardo Pinna](#), a 28-year-old full-time freelancer based in Italy, as the winner of the \$10,000 grand prize for his John Cena [campaign video](#). The video was selected based on creativity, originality, emotional impact, message clarity and production quality.



**Figure 1:** John Cena US Presidential Election Campaign [video](#) produced by Riccardo Pinna / [@MarcJego](#) on Freelancer.com

When asked what he will do with the winnings, Riccardo Pinna answered: “A good portion of that money would be reinvested in my business and education, with the goal of becoming the best version of myself by acquiring powerful tools, plug-ins, and so on. I would like to use what’s left to treat my amazing family to a celebration as they have been one of the keys to my journey.”

“Freelancer.com gave me the chance to prove myself in the market. After months of practicing as a beginner, I got my first opportunity to work with clients and build those important relationships. Freelancer allows me to work my dream job while staying close to my family in Italy,” adds Pinna when discussing the impact Freelancer.com has had on his life.

Alex Kery, Creative Content Producer at Freelancer.com, said “Riccardo is not only a highly skilled freelance video editor but also a member of Freelancer.com's Preferred Freelancer Program, a testament to his exceptional capabilities. Riccardo's technical expertise in video editing, motion graphics, and graphic design, shined in this contest and made him a standout choice.”

The global contest ran for a total of four months. Other top submissions for the contest include videos for [Dwayne 'The Rock' Johnson](#), [Robert Downey Jr.](#) and [Elon Musk](#).

## Freelancing in Italy

Freelancer.com is the world's largest freelancing marketplace and has over 411,400 registered users in Italy. The highest proportion of freelancers are in Milan, Rome and Turin. The most popular skill for Italian freelancers is Italian Translation, followed by Article Writing, PHP (a general scripting language used for web development), Data Entry and Graphic Design.

## Riccardo's Freelancing Journey

Riccardo, once a physiotherapist by training, pivoted dramatically from his initial career path to find success in the world of freelance graphic design. Leaving his homeland Italy for the United Kingdom in search of a fresh start in 2019, he juggled jobs from being an au pair to washing dishes at an Italian restaurant on the weekend.

However, after the pandemic hit in 2020, Riccardo found himself without any source of income. Exploring online avenues for remote work, he stumbled upon Freelancer.com. Despite having no past experience and contending with outdated



**Figure 2: Riccardo Pinna**



equipment, Riccardo plunged head first into the platform's logo and graphic contests.

After landing his first contest win in December 2020, he used the earnings to upskill himself through online courses and quickly secured another significant win. This allowed him to upgrade his gear, propelling him further into greater opportunities and positive client reviews.

Now settled back in Italy, Riccardo has now managed to make full-time freelancing work for him. He's part of the Freelancer.com Preferred Freelancer Program and regularly works on high-value projects relating to video editing and animation.

For more information about Riccardo, head to his profile: <https://www.freelancer.com/u/MarcJego>

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### **About Freelancer.com**

Twelve-time Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 69 million registered users have posted over 23 million projects and contests to date in over 2,000 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer also owns Escrow.com and Loadshift. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market under the ticker FLNCF.

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