

Amalia Infante

Multimedia Specialist · Brand Systems · Offshore Yachtmaster

PROFILE

Multimedia specialist and visual director with 15+ years of experience working inside high-performance sailing teams and global competitions. Specialized in translating complex technical environments into visual systems, editorial content and brand narratives that drive media visibility and sponsor value.

KEY IMPACT

- +45,000 offshore miles sailed
- 2 round-the-world editorial projects
- Brand systems implemented in America's Cup assets
- Visual production for global sponsors

EXPERIENCE

American Magic — 37th America's Cup

Brand Manager & Official Photographer (2023–2024)

Developed visual identity across technical assets, designed team environments for media visibility, and produced embedded content for global partners.

The Maiden Factor

Onboard Reporter · Crew (2018–2023)

Circumnavigation project with +32,000 nautical miles. Produced editorial content in extreme offshore conditions and coordinated with global media and sponsors.

Volvo Ocean Race — Boatyard

Official Reporter & Photographer (2016–2017)

Documented full VO65 fleet refit and produced weekly storytelling content for global audience.

Infante Studio

Creative Director (2014–Present)

Visual direction for brands and sports teams including YYachts, Helly Hansen and Volvo Cars.

DIFFERENTIATION

Embedded within teams, combining technical understanding with visual storytelling and brand strategy.