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# HARRY SILVERLOCK

Visual culture enthusiast with international experience in project management and development.

## INFO



**Name**  
Harry Silverlock



**Address**  
49 Netham Road  
BS5 9PF



**Phone**  
(+44)7724599403



**Email**  
Harry@thepalacearts.com

## SOCIAL



**Skype**  
Harry.Silverlock



**LinkedIn**  
Linkedin.com/in/HarrySilverlock



**Twitter**  
@HarrySilverlock



**Facebook**  
facebook.com/harry.silverlock.5

## PROFESSIONAL EXPERIENCE



Jul 2017

**The Palace International Film Festival (PIFF), Poland**  
Co-Founder and Festival Director

Jul 2016 - Sept 2016

**FestivalsEdinburgh / British Arts Council, Edinburgh**  
Ticketing Coordinator Assistant for Momentum Programme

- Facilitating international cultural decision makers
- Maintaining excellent relationships with festivals Box Offices, acting as the key point of contact

Jan 2016 - Jul 2016

**Scottish Documentary Institute, Edinburgh**  
Producer of Marketing and Distribution

- Publicity for environment, film & youth subculture
- Negotiating and securing sponsors for feature films
- Designing press packs / EPK's
- Project management and digital tools
- Email marketing / press release distribution and creation
- Visual digital content creation
- Website creation and development
- Film festival strategy and submission
- Design briefing for artwork & trailer
- Event organising
- Audience mining

Jan 2016 - Jul 2016

**Edinburgh Fringe Festival, Edinburgh**  
Diane Torr's Assistant

- Personal Assistant to the late Drag King Diane Torr

Mar 2014 - Jan 2016

**Alphapanda Film Marketing Agency, Berlin**  
Film Marketing Executive

- Managing five social media accounts simultaneously for multiple projects
- Campaign monitoring & press clippings
- Database building and management of international media contacts
- Producing audience analysis and reports
- Raised \$20,000 on a kickstarter campaign
- Project acquisitions / lead generating
- Copywriting and proofreading
- Performing research analytically & critically

May 2015 - Jul 2015

**Frameline LGBTQ Film Festival, San Francisco**  
Programming Intern

- Filmmakers hub manager and filmmaker liaison
- Volunteer management for the Green Room
- Assist programming staff with spreadsheet and data management
- Work with programming staff to collect information and materials from filmmakers, venues, and Festival partners
- Personal assistant to programming director

Jun 2013 - Aug 2013

**Peccadillo Pictures LGBTQ Film Distribution, London**  
Office Intern

- Researched audiences and media contacts for outreach campaigns
- Handled the Peccadillo online DVD stores including customer queries
- General office ad-hoc duties

## FILM CREDITS



**The Islands and the Whales (Dir: Mike Day, 2016)**  
Producer of Marketing and Distribution



**A Reykjavik Porno (Dir: Graeme Maley, 2016)**  
Producer of Marketing and Distribution



**Pale Star (Dir: Graeme Maley, 2016)**  
Producer of Marketing and Distribution



## EDUCATION

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Aug 2015

### Locarno Film Festival Industry Academy, Switzerland Invited Participant

Locarno Film Festival invited me and nine other international young professionals to take part in this summer industry academy. This was an opportunity for us to exercise our joint marketing and distribution expertise on films being programmed at the festival.

Jun 2010 - Jun 2013

### University of Brighton, Brighton Bachelors degree in Film & Screen Studies Final Grade: 2.1

- Specialised in gender and LGBTQ representation
- Studied transmedia and synergy in film
- produced and directed a short documentary in knitting as a subculture
- Thesis title: Gay CHAVS: The denial of homosexuality in the British white underclass male in post nineties social realism.
- Assisted with Brighton's Cinecity Film Festival



## TECHNICAL SKILLS

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- Film Festival Strategy
- Social Media Management
- Film Distribution Strategy (including direct distribution)
- Website Development
- Film Positioning
- Audience Design and profiling
- Volunteer co-ordination
- working knowledge of film editing suites
- Good understanding of design suites (InDesign & Photoshop)
- Good knowledge database management (Filmmaker Pro & Excel)
- Budget management and review
- Partnerships and sponsorships development
- Design Briefing for trailers & posters
- Public speaking
- Crowdfunding for films
- Programming for queer and experimental film
- Itinerary management and scheduling
- Good knowledge of the international festival circuit
- A working understanding of impact funding



## REFERENCES

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**Mathias Noschis**  
Alphapanda Film Marketing Agency  
Founder  
Mathias@Alphapanda.com

**Sonja Henrici**  
Scottish Documentary Institute  
Director  
Sonja@ScottishDocinstitute.com

**Kevin Schaub**  
Frameline LGBTQ International Film Festival  
Programming Director  
K.Schaub@Frameline.org

**Eddie Dick**  
Makar Productions  
Film Producer  
Eddie@Makarprod.com

*"Harry has been working with me as Film Marketing Executive for nearly a year now. Within this time, he has shown a real passion for all areas of marketing and distribution. He has played a key role in several projects, in particular through his precious support with PR (research, bloggers outreach, drafting and sending press release, monitoring) and social media (Facebook and Twitter community management).*

*Harry is also a pleasure to work with and his positive attitude brings a great spirit into the team"*

- Mathias Noschis, Alphapanda Founder -