




HARRY SILVERLOCK


Film enthusiast with international experience in film marketing and distribution

INFO

 **Name**
Harry Silverlock

 **Address**
38 Walton Street
Bristol, BS5 0JG, UK

 **Phone**
(+44)7724599403

 **Email**
Harrysilverlock@gmail.com
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
- Aug 2016 - Nov 2016 **Makar Productions, Edinburgh**
Film Festival Strategist
 - Film Festival premiere strategy creation and implementation
 - Film Festival budgeting and waiver negotiating
 - Distribution of key assets including working directly with publicist
- Jan 2016 - Jul 2016 **Scottish Documentary Institute, Edinburgh**
Producer of Marketing and Distribution Trainee
 - Publicity for environment, film & youth subculture
 - Negotiating and securing sponsors for feature films
 - Designing press packs / EPK's
 - Project management 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
- 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
 - Database quality control
 - Logistical operations
 - 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 PROJECTS



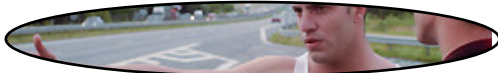
-  **The Islands and the Whales (Dir: Mike Day, 2016)**
Producer of Marketing and Distribution
-  **A Reykjavik Porno (Dir: Graeme Maley, 2016)**
Producer of Marketing and Distribution
-  **Pale Star (Dir: Graeme Maley, 2016)**
Producer of Marketing and Distribution



FILM PROJECTS



Porn To Be Free (Dir: Carmine Amoroso, 2015)
Social & Publicity



You Can't Escape Lithuania (Dir: Romas Zabarauskas, 2015)
Crowdfunding



Like an Open Sky (Dir: Mariano Otero, 2014)
Day & Date Distribution Strategy



Love Battles (Dir: Jacques Doillon, 2014)
Day & Date Distribution Strategy



Two4One (Dir: Maureen Bradley, 2015)
Publicity



EDUCATION

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 & KEY SKILLS

- Film Festival Strategy
- Social Media Strategy
- Film Distribution Strategy (including direct distribution)
- Website Development
- Film Positioning
- Audience Design
- Volunteer Co-ordination
- Working knowledge of film editing suites (Adobe Premeire Pro)
- Good understanding of design suites (InDesign & Photoshop)
- Excellent knowledge database management (Filmmaker Pro & Excel)
- Budget Management
- Partnerships and Sponsorships Development
- Design Briefing for Trailers & Posters
- Panel Discussions
- Crowdfunding
- Programming Consultation
- Scheduling
- Administration
- Good knowledge of the international festival circuit
- A working understanding of film funding

REFERENCES



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 -