

Sally Hodgson | CV

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SKILLS AND QUALITIES

- Extensive marketing and communications experience.
- Specialist skills in audience development for film and the arts.
- Creative approach to campaign planning to encourage interest and participation from widest range of audiences.
- A natural communicator with experience in public speaking and representing projects at a senior level.
- Excellent at the background work to keep the wheels turning on a project, strong on admin, managing workloads, prioritising and meeting deadlines while maintaining a fastidious attention to detail.

EMPLOYMENT HISTORY

2010 – present

Working freelance across a range of contracts spanning audience development and marketing for film and the arts, film distribution activities and project management. Recognised as one of the UK's first Producers of Marketing & Distribution; a role that encompasses connecting films to audiences through a wide range of interventions including festival premieres, crowdfunding campaigns, academic research, advertising, outdoor campaigns, commercial partnerships and sponsorship, press and publicity, grassroots and outreach activities, advocacy, direct marketing, social media and event cinema. Other freelance engagements include marketing and communications consultancy, filmmaker mentoring and speaking on topics such as crowdfunding, independent film distribution and audience development at events including SxSW, Edinburgh Film Festival, Sheffield Doc/Fest and on training courses run by European Audiovisual Entrepreneurs and the Independent Cinema Office.

CONTRACTS AS PRODUCER OF MARKETING & DISTRIBUTION

Film Hub Midlands (2018 – present)

A consultancy role working directly with cinemas and other venues across the Midlands to support and enhance their marketing activities, specifically around film festivals and young people focused projects. In addition the role involves organising special screenings with talent and securing regional press coverage.

Being Frank – The Chris Sievey Story (2018) *Directed by Steve Sullivan (Piece of Cardboard Productions)*
Documentary about the maverick performer who created the cult Frank Sidebottom character.

World Premiere - SXSW 2018 | UK theatrical release - October 2018

Securing film festival press coverage and reviews, devising the UK theatrical release strategy, working directly with exhibitors and the devising and budgeting of a marketing strategy for the UK release, forming partnerships with high-profile advocates and commercial supporters.

The Messenger (2017-2018) *Directed by Su Rynard (SongbirdSOS Productions)*

Hot Docs audience award-winning documentary on the plight of migratory songbirds.

Booking film directly into cinemas and managing all aspects of a theatrical release, creating events around screenings with guest speakers and hosts including RSPB, Wildlife Trusts and BBC Springwatch. Brought on a commercial partner – Bird & Wild – to offer goodie bags at screenings and products with DVD sales. Working with producer to maintain social media coverage and develop advocates for the film, including novelist Margaret Atwood and Chris Packham.

NG83 When We Were B Boys (2016) *Directed by Claude Knight, Luke Scott and Sam Derby-Cooper (NG83 Productions)*
Award-winning documentary on the explosion of breakdancing in the UK in the 1980s.

Commissioned designer to create identity for the film, devised a festival strategy (UK and internationally) to launch the film, created marketing materials, worked with regional archives, guided the filmmakers the film's social media profile, booked film directly into cinemas and managed all aspects of theatrical release including event screenings with speakers, exhibitions and breakdancing performances, managed PR and publicity and devised and rolled out a home entertainment and online release strategy.

ORION: The Man Who Would Be King (2014-2015) *Directed by Jeanie Finlay (Glimmer Films)*

BIFA Discovery Award-winning documentary about unknown singer Jimmy Ellis and a crazy scheme that had him masquerade as Elvis back from the grave.

Identified audiences through independent research and work with an academic partner, detailed knowledge gathering of primary audience, outreach and audience development to ensure a successful crowdfunding campaign, PR and publicity work, assisted in development of immersive online and offline wraparound experiences for audiences linked to the main themes of the film, managed festival screenings and coordinated wraparound experiences (ORION tribute artists, pop-up photo booths), managed an independent UK cinema release working with a key exhibitor.

SOUND IT OUT (2011-2012) *Directed by Jeanie Finlay (Glimmer Films)*

Award-winning documentary feature about the last independent record store in Teesside.

Ran social media activity to build an engaged online community, devised and implemented crowdfunding campaigns, brokered relationships with partners and advocates, brought on-board sponsors and supporters, devised and ran a tailored marketing and distribution strategy, identified and managed sources of finance, built awareness of the film with key journalists, successfully applied for funding from the BFI and managed the logistics of a national cinema tour.

OTHER KEY CONTRACTS

Communications Manager – Raising Films (2018 - present)

Developing and implementing communication and marketing strategies for campaigns focused on supporting parents and carers working in film and TV. Overseeing the creation of content for the website, connecting directly with the Raising Films community through a monthly newsletter, social media channels and events and workshops.

Distribution Manager - Summer in the Forest (2017)

Booked theatrical screenings with art-house and independent cinemas, distributed marketing materials, worked with PR and social media specialists to enhance reach and organised Q&A hosts and the director's cinema tour.

Instagram Campaign Manager – Spaceship (2017)

Contracted by distributor Trinity Films to build and develop an audience using the Instagram platform. Using hashtags, content, captions to encourage audience interest. Working with venues to run reciprocal content.

Regional Marketing Outreach Coordinator – Moonlight (2017)

Planned and implemented a grassroots marketing campaign to engage audiences within specific communities, included liaison with venues, management of event screenings and commissioning an outdoor art installation.

Regional Marketing Officer – I, Daniel Blake (2016)

Devised and delivered a grassroots marketing campaign to raise awareness and engagement with the film within regional communities, working with regional venues to enhance screenings, creating marketing materials, appointing and managing film crews, bringing onboard partners and supporters, representing the film at partner meetings and events and managing vox pops and exit polling across multiple venues.

Distribution Producer – The Closer We Get (2016-2017)

Managed UK and international cinema, community and film festival screenings, approached new outreach partners and managed existing relationships, contributed to funding applications, delivered outreach activities including screenings and workshops with groups ranging from stroke survivors to academics and healthcare professionals, managed the DVD and online release, represented the film for international sales and broadcast deals.

Marketing & Communications Officer - UK Young Artists (2014)

Promoting a cross art form festival through a multi-layered marketing campaign to encourage applications from artists to show work and then encouraging audiences to attend the festival. Working with key supporters and funders, local groups, communities and organisations. Commissioned festival branding and all associated marketing materials.

Production Manager – Dreams of Your Life (2011)

Managed and coordinated digital artwork installations into UK cinemas and additional venues, acting as first point of contact for host venues, overall responsibility for the transportation of installation equipment and keeping Film4 and other invested parties up-to-date on the progress of the installations.

Community Manager (Development) – Spirit of '45 (2010)

Researched additional archive materials and managed small team of archivists, promoted the project through printed materials and event appearances, built an online and offline community, secured press coverage, identified and contacted potential contributors and commissioned filmed interviews with these contributors.

2003-2010

Communications Executive & Production Coordinator – EM Media; the regional screen agency for the East Midlands. Planned and delivered communication strategies across investment, production and exhibition activities. Commissioned print materials and managed information emanating from the. Identified key stories and planned the communication of key messages to national and industry press. Managed events featuring high profile guest speakers.