

# Sasha Gibson

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## ABOUT ME

With over 15 years working in the film and entertainment industry, I offer a wealth of experience and a proven success rate in raising public awareness for my clients and their work, awareness that translates into high audience ratings and box office success. Two theatrical release campaigns I spearheaded were recognised at the Screen Marketing & Distribution Awards, both campaigns contributing to #1 box office success and national saturation. From controversial documentaries to romantic comedies, from major events to one off live shows, whatever the scale of the project, I am committed to delivering great results.

## WORK HISTORY

### October 2012 – present: Freelance PR Consultant and Unit Publicist for Film & Entertainment

I am available for freelance consultancy work, offering the same level of commitment and passion that would be expected from a permanent member of the team.

#### Projects to date:

- Unit publicity for *Dracula Untold*, directed by Gary Shore, produced by Michael de Luca and starring Luke Evans, Sarah Gadon, Dominic Cooper.
- Unit publicity for *The Last Showing*, directed by Phil Hawkins, produced by Alex Baranska and starring Robert Englund, Keith Allen, Emily Berrington, Finn Jones and Malachi Kirby.
- Theatrical release campaign for *Acoustic Routes*, a music documentary directed by Jam Leman that celebrates the life of legendary folk guitarist Bert Jansch.
- Theatrical release campaign for *All Things To All Men* directed by George Isaac and starring Rufus Sewell, Gabriel Byrne, Toby Stephens, MC Harvey, Leo Gregory.
- Event Management and PR Campaign for the 2013 reed.co.uk Short Film Competition.
- Representation for comedian Dave Griffiths and his show *C U In Court*.
- Representation for The Philm Company.

### April 2011 – August 2012: Head of Film, Romley Davies, 4 New Burlington Street, London

Originally joining the agency to assist Vanessa Davies in growing the production side of the business, the role rapidly expanded to encompass theatrical and events.

#### Key responsibilities:

- Driving new business for the company, both for production and theatrical release publicity.
- Creating and implementing communication strategies for theatrical releases, films in production and launch.
- Managing photographers and EPK production crews, from brief to delivery.
- Managing a team of publicists.
- Clients included: Warner Bros., Universal Pictures, Momentum Pictures, Empire Film Awards, Ecosse Films, National Motor Museum Beaulieu, West End Films, Keel Films, Heyday Films.
- Campaigns included: *The Woman In Black* (Momentum), which was nominated for best PR Campaign and Theatrical Release Campaign at the 2012 Screen International Awards, the first of the Bond 50<sup>th</sup> Anniversary events, *Bond In Motion*, at The National Motor Museum, Beaulieu.

### April 2001 – April 2011: Senior Account Director (Film), Freud Communications, 51 Newman Street, London, W1T

Working across the agency's top film and entertainment clients, I directed PR campaigns for some of the UK's biggest film releases, managed prestigious industry events and worked closely with my clients to define their position within the industry.

#### Key responsibilities:

- Delivering high impact PR campaigns for theatrical film releases and managing communication strategies for films in production.
- Working closely with the film studios' in house marketing teams to ensure synergy across film launch campaigns.
- Developing and pitching creative and news worthy editorial across all media to ensure maximum exposure.
- Managing media conferences, awards events, junkets and photo-calls.
- Overseeing the production of premiere events: co-ordinating media coverage, managing guest lists, liaising with event production teams to ensure smooth running of the event and maximum exposure in next day media.
- Creating and running nation-wide Q&A screening tours.
- Liaising directly with talent agents, film studios, producers and directors.
- Writing and presenting new business pitches across theatrical and corporate accounts.
- Working closely with the Head of Corporate Film to deliver B2B strategies that amplify our clients' position in the market place.

- Managing team of publicists, from recruitment to reviews, ensuring individuals are confident in their ability to do their job and can see a clear path for their development in the company.
- Theatrical release campaigns include: *The Boat That Rocked* (Universal UK); *500 Days Of Summer* (Fox Searchlight); *The Cove* (Vertigo Films); *Mr Bean's Holiday* (Universal UK); *Catch A Fire* (Universal UK); *The Holiday* (United International Pictures); *Nanny McPhee* (UIP); *Be Cool* (Twentieth Century Fox); *Spanglish* (Sony Pictures); *Bride & Prejudice* (Pathé); *Thunderbirds* (UIP); *Two Week's Notice* (Warner Bros); *About A Boy* (UIP).
- Production publicity campaigns include: *The Woman In Black* (Hammer Films), *StreetDance 3D* (Vertigo Films), *Ironclad* (Mythic Entertainment), *Alien Autopsy* (Fragile Films/Warner Bros), *Festival* (Young Pirates), *School For Seduction* (Ipsos Facto Films), *The Importance Of Being Earnest* (Fragile Films), *Mean Machine* (Ska Films).
- Events include: BAFTA, The London Film Festival
- Clients include: Universal UK, Sony Pictures, Pathé Pictures, Warner Bros, Twentieth Century Fox, Dogwoof, Momentum Pictures, Working Title, The Weinstein Company, Fragile Films, Vue Entertainment, The bfi London Film Festival, Film London, Vertigo Films, BAFTA, Hammer Film.

#### **Achievements:**

- Managed the communications strategy for no.1 box office hit *StreetDance 3D* from unit to release, contributing to its success at the 2010 Screen International Marketing & Distributing Awards, where it won best Theatrical Release Campaign.
- Generated headline news coverage for *The Cove*, a documentary about the slaughter of dolphins, that spurred the then Minister for The Environment to take action, meeting with the filmmakers and engaging with the Japanese Embassy about the issues raised in the documentary. The film went on to win an Academy Award for Best Documentary.

#### **August 2000 – April 2001: Account Director, Bell Pottinger e.sp, London, SW8**

Initially hired on a 3 month contract to develop and test-launch a pilot campaign in Scotland that promoted horse racing as a great day out for all the family, such was the success of the launch I was invited to direct the nationwide campaign. Due to Foot & Mouth the nation-wide launch was put on hold indefinitely, in which time I was offered a permanent contract at Freud Communications.

#### **Key responsibilities:**

- Delivering an integrated PR and marketing strategy for Discover Racing - a £10 million initiative, over three years, to raise awareness for horseracing.
- Managing relations with the media, engaging both sports and consumer based journalists.
- Reporting directly to the British Horse Racing Board.
- Managing a team of sports PR specialists.

#### **Achievements:**

- The Scottish launch made every page of the national Scottish press, despite a major news story that broke that day. Scotland on Sunday wrote: "*I have never before seen so many photographers at a press conference for horseracing.*"

#### **June 1994 - August 1999: Publicity Manager, Avalon Publicity Ltd., London W10**

Having joined Avalon publicity as assistant publicist, I had the opportunity to play a key role in the growth of what is now an internationally reputed PR agency. Working closely with the then Head of Avalon Publicity James Herring, we transformed what was an internal press and marketing office into a limited company focusing on light entertainment, live comedy and launch events.

#### **Key responsibilities:**

- Managing publicity campaigns for a variety of projects, from TV comedy shows to nation-wide tours.
- Devising and implementing nationwide advertising campaigns, briefing designers and media buying agencies.
- Co-ordinating design and production of all publicity materials from concept through to finished print.
- Organising press conferences, launch parties and photo-calls.
- Handling media coverage and profiles for celebrity clients.
- Clients included: ITV, Channel Four, BBC Television, Channel 5, FilmFour, Harry Hill, Jenny Éclair, Stewart Lee, Richard Herring, Frank Skinner, David Baddiel, Chris Addison.

#### **Achievements:**

- Worked closely with comedian Harry Hill, driving a 5-year profile building campaign, which was instrumental in establishing him as a household name and securing a 4 series deal with Channel Four.
- Directed the publicity campaign for Avalon Live Comedy at the Edinburgh Festival for three years running.
- Managed the pre-broadcast campaign for ITV/Carsey Werner's "Days Like These", which achieved 10 million viewers in the first 15 minutes of broadcast.

#### **EDUCATION**

- **University of Northumbria**, Newcastle upon Tyne, 1990 – 1993: 2:1 BA (Hons) History of Modern Art & Film
- **King James College**, Henley on Thames, Oxon, 1986 – 1988: 3 A Levels
- **Our Lady's Convent Senior School**, Abingdon, Oxon, 1981 – 1986: 9 O Levels

REFERENCES ON REQUEST