

Sofia Amato

Producer

Distribution Manager

Film Festival Expert

Green Supervisor



Graduate in **writing** and **media production** with a primary interest in the world of film production and **festivals** that I have been studying for years with a particular focus on the relationship between juries and awards. In the working environment I honed my knowledge of **marketing and communication of cinema** and I was able to put into practice studies related to the world of **sustainability on sets**. Currently I cultivate the **international working aspect** taking care of the promotion and production aimed also at the relationship with the awards of different products born in the international field.

CONTACTS

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AREAS OF EXPERTISE

- Cinema \ television Production
- Distribution
- Story Editing
- Gender Studies
- Compilation of notices
- Promotion and marketing of entertainment
- Film Festival
- sustainability and cinema

SKILLS

• HARD

- E-mail Marketing
- Branding
- Audiovisual Production/ Distribution
- Video content analysis
- Editing
- Writing articles
- Product marketing/ Pitching
- Festival selection
- Story editing
- Green management

• SOFT

- Teamwork
- Problem-solving
- Adattability
- Team management
- Effective communication
- Leadership
- Project management
- Decision-making
- Time and resource management
- Creativity

• IT

- Office Suite
- SIBAC
- DIGICOL
- Unilav
- App Google
- Canva
- Social Media (*LinkedIn, Instagram, Youtube, FB*)
- Academy Award's Platform
- Imdb
- Tmdb

LANGUAGES

• Written-Spoken Lev.

Italiano

Native



• Written-Spoken Lev.

British/American English

Advanced - C1



EXPERIENCE

2024- In corso

Distribution Manager



All The Ways Entertainment

- From the pre-production phase I follow the film All The Way To Stay Awake by Maria Calado managing its **relationships with possible partners, festival distribution, theatrical and non-theatrical and organizing events for promotion and presentation** of the feature film both on national and international territory.

2024- In corso

Producer - Image Consultant



Freelance

- Image consultancy** for the presentation of the author and director Marco Colacioppo and his previous works, aimed at the production of his latest feature film *Qualche Volta in Estate*, Project for which I manage the **public image and pitch for presentation to potential investors.**

2024- In corso

Festival Selector



Freelance

- I'm curating the **selection of the international festival route** for the short documentary *Living Art* written and directed by Monowar Jahar Roni on the effects of globalization and climate change on Bengali vasaia art.
- Two years after its national release, I drew up a **plan for the contemporary festival circulation** of the narrative film *I am a Father* directed by Raju Chandra.
- Festival consultant** for the short animated documentary film *M/ARGINI* made in collaboration with the CNA Cinema Emilia-Romagna on the flood that hit the region in 2023, for which I have written **two different plans of festivals distribution strategy.**

2024- In corso

Festival Consultant - Promotional strategy manager



Flutterby Pictures

- I'm responsible for **identifying the suitable European festivals** and as a consultant I design the **promotional strategy** for the short film *1924* directed by Prataya Saha which analyses the effect of conflicts on children, continuing the collaboration established with his previous work.

2023- In corso

Producer - Festival Selector - Marketing manager



Freelance

- For the project *Briza* (currently in production), adaptation from an unpublished graphic novel of Pasquale Rujju, I **supervise the production** and the **commercial aspect**, taking care also about the **distribution at festivals** for the product and the **production of advertising material** for the medium-length film.

2023- 2024

Pr - Festival Selector - Oscar run manager - Promotion coordinator



Red Polka Production

- Pr, festival selector and analyst** for the short film *The Golden Cage* directed by Prataya Saha in the running for nomination in the category Best Live Action Short Film at the 96th edition of the Academy Awards, In relation to this objective I have **curated the promotional campaign** for the final vote. I also **covered the marketing and promotion** of short films in the long term for the affirmation of a new model of Indian independent cinema in Europe and US.

2022- 2023

Junior producer – Marketing Manager – Green supervisor – Story Editor – production Coordinator – Pr

 Moonpath studio s.r.l.

- Production company where I helped to **lay the foundations** and where I held the role of **marketing and promotion manager**, also taking care of **public relations** and **with potential investors**. I then carried out the work of **festival selection** for the various products in process for which I also **supervised** the general **production** 'its **sustainable sphere** and **compiled the calls for ministerial and regional public funds**.
- *Making Walid*, documentary directed by Lorenzo Scalzo, **main project** I work on as a **producer** and **responsible for promotion** following this work experience.

2023

Jury Member



Mostra Internazionale del Nuovo Cinema di Pesaro

- Member of the **young jury** of the **fifty-ninth edition** of the festival, position to which I was able to access following the university course of festival organization followed by the director Pedro Armocida. Thanks to this experience I was able to hone my skills in **teamwork** and **organization under the pressure** of the many daily events of the festival, thus **sharpening my organizational and relational skills in the workplace**.

EDUCATION

2022 - 2024

La Sapienza University of Rome

Master's degree in Writing and Productions of the Entertainment and Media

- **Master's degree** in *Writing and Productions of the Entertainment and Media* with a **thesis** followed by the professor Damiano Garofalo **on the national and international distribution and reception** of two Italian directors from the treatment of their own opposite nationality such as **Luca Guadagnino** and **Paolo Sorrentino** with the **aim of examining** and **hypothesizing on a more fruitful national film diffusion at international level**.

2022

La Sapienza University of Rome

Multidisciplinary training course on the Sciences of Sustainability

- **Multidisciplinary training** course on *the Sciences of Sustainability*, organized by the professor Livio De Santoli, that also in relation to the **PNRR** through an excursus on different subjects and areas highlights the possible **prospects of green conversion** of disciplines in relation to a more sustainable world.

2018 - 2021

La Sapienza University of Rome

Bachelor's degree in Performing Arts and Sciences

- **Bachelor's degree** in *Performing Arts and Sciences* with a **thesis** based on **gender studies related to cinema** followed by professor *Giulia Fanara* on the **relationship between monstrosity and gender** in the cinema of the French director **Julia Ducournau**.