



Manlin Sterner

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Born: Stockholm, 15/2/1973

WORK EXPERIENCE

Freelance – publicity, text production/translation and marketing

July 2010 -
International

Publicity projects

Inception (Paris press junket) commissioned by Warner Bros. France.

MK2 International Sales – Marketing and festival manager

March 2009-July 2010
Paris

Marketing strategy, budget and materials production (poster artwork, lineup brochures, pressbooks, trailers, web ads, print ads). Ad buy and publicity. Major markets: Berlin, Cannes, MIPCOM, MIPTV, AFM.

International film festival circuit launch strategy and coordination.

Films: Dogtooth, The Misfortunates, Certified Copy, Alamar, La bocca del lupo, Henri-Georges Clouzot's Inferno, Turn It Loose etc.

Freelance – publicity, text production/translation and marketing

January 2007 - March 2009
Paris

Publicity projects

La vie en rose/La Môme (Sweden), Music & Lyrics (Sweden), Ocean's 13 (International), Ciao Bella (Sweden), Harry Potter and the Order of the Phoenix (France/Belgium), The Bucket List (Paris, International), Persepolis (Sweden), Be Kind Rewind (Sweden), Marrakech International Film Festival 2008 (International press)

Commissioned by: Sandrew Metronome Sweden, Warner Bros. Europe/France, Le Public Système Cinéma

Text production and translations

Pressreleases, production notes, press books, synopsis. English, French and Swedish.

Online marketing

300 (Sweden), Ciao Bella (web marketing and website production, Sweden)

Sandrew Metronome Distribution – Online and Publicity Manager

January 2006-December 2007
Stockholm

Planning online strategy and producing online assets for advertising, promotion and publicity use.

Creating, planning, implementing and reporting publicity strategies for Warner Bros., Sandrew Metronome International acquisitions as well as local productions.

Publicity issues and press relations.

Films: Syriana, V for Vendetta, A Scanner Darkly, Superman Returns, Volver, Happy Feet etc.

Sandrew Metronome Distribution – Promotion Manager

June 2003-January 2006
Stockholm

Creating, planning, implementing and reporting promotion strategies for Warner Bros., Sandrew Metronome International acquisitions as well as local productions.

Films: Brokeback Mountain, Batman Begins, Un long dimanche de fiançailles, Diarios di Motocicleta, Flying Daggers, La mala educacion, Eternal Sunshine of the Spotless Mind, Lost in Translation, L'Homme du train etc.

Triangelfilm – Marketing Director

October 2001-April 2003
Malmö

Strategic and tactical marketing plans including budget.
Managing promotional and publicity strategies.

Films: Monster's Ball, 8 Femmes, Mari-Jo et ses deux amours, La ville est tranquille, Ghost World, The Others, In the Mood for Love, Der kriegler und die kaiserin, In the Bedroom, 101 Reykjavik etc.

Sandrew Metronome Distribution – Publicity Manager

May 2000 – October 2001
Stockholm

Creating, planning, implementing and reporting publicity strategies for Warner Bros., Sandrew Metronome International acquisitions as well as local productions. Publicity issues and press relations.

Films: Crouching Tiger, Hidden Dragon, Nurse Betty, Wonder Boys, The Perfect Storm, Une liaison pornographique, Harry Potter and the Philosopher's Stone etc.

Miscellaneous

1995-2000

Warner Home Video, TV1000/VIASAT, Stockholm International Film Festival, PUB Megastore (record store), Hedén & Co (ad agency), Hennes & Mauritz (weekend work during studies in Brussels) etc.

EDUCATION

Degree in Business Administration, specialized in marketing

1991 - 1995

Stockholm University (Marketing Academy/MarknadsAkademien), ERASMUS exchange programme - Solvay Business School/Brussels

Journalism

2006

Certificate from Berghs School of Communication, Stockholm

Marketing on the internet – intensive course

2006

Certificate from Berghs School of Communication, Stockholm

French - grammar, literature and business French

1991-1995

Stockholm University

Scandinavian School of Brussels

Graduated 1991

Swedish high school graduation, including a certificate in Economics from the International Baccalaureate.

Miscellaneous

Courses taken in video filming and editing, still photography, Spanish and Japanese.

GENERAL INFORMATION

Languages

Fluent in English, French and Swedish. Basic knowledge of German and Spanish and beginner level Japanese.

Computer proficiency

Windows/Mac

MS Office, Photoshop, Acrobat, Filemaker.

Interests

Art and culture: photography, film, music (guitar), literature etc.

Sports: squash, rock climbing, surfing etc.

General: languages, friends, travel and much more.