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Tony A. Armer

Summary

Tony Armer is an Award Winning Filmmaker and Digital Media Content Expert that has worked in the TV/film industry since 1997. His work experience includes Hollywood feature films, documentary features, independent features, television pilots and music videos. He is the Co-founder and Executive Director of the Sunscreen Film Festival held annually in St. Petersburg, FL. Founded in 2005 the Sunscreen Film Festival is one of the top film fests in the country. It is one of only 23 Film Fests sponsored by the Academy of Motion Picture Arts & Sciences (the Oscars) for 2013. SSFF was voted one of the "25 Coolest Film Festivals in the Country" by Movie Maker Magazine in 2009, 2013 and the "Best Film Festival" in the Tampa Bay area by Tampa Bay Magazine for 2012.

The fest regularly attracts several hundred filmmakers and top entertainment industry talent to the Tampa Bay area. Guests have included actors John Travolta, Kelly Preston, Patrick Wilson, Billy Dee Williams, Jeff Donovan, Michael Rooker and Bill Cobbs. Producers Ralph Winter (X-Men, Fantastic Four), Sean Covel & Chris "Doc" Wyatt (Napoleon Dynamite), Screenwriters Steven de Souza (Die Hard, 48 Hours), and Timothy J. Sexton (Oscar nominated for Children of Men), as well as numerous actors, distributors, sales agents, casting directors and producers.

Tony studied Communications at the University of Toledo, he graduated Magna Cum Laude with a BA in Business Management from Eckerd College in St. Petersburg, FL and is finishing an MFA in Motion Pictures and Television from Academy of Art University in San Francisco, CA.

Reel: <https://vimeo.com/43930242>

Professional Profile

SEV Inc. (Digital Media Content, Film & TV Production, Marketing) Clearwater, FL 8/2002-Present President

- Write, Produce, Shoot, Direct and Edit. Network & Cable TV, Feature Films, Commercials, PSA's, Industrials, Music Videos, Conferences, and more. Clients include; TLC (Say Yes to the Dress), Susan G. Komen Suncoast, MTV2, TLC, Armed Forces Entertainment, Children's Dream Fund, NFL Films and more. Tony also works freelance as a Writer, Production Manager, Location Manager/Scout, and Casting Director as well as Development and Production of Independent Feature Films & TV Pilots: *Terminal Kill*, *Running with Demons*, *Firstborne*, *Mad Science U* & more,
- Develop & create projects from concept to production,
- Negotiated with sales agents to acquire distribution and pre-sales agreements (obtained LOI's for domestic & International distribution).
- Identify, recruit, find and sign necessary production crew including; Director (Chris Wyatt: Napoleon Dynamite, Avengers: Earth's Mightiest Heroes), Casting Director, Assoc. Producer, Line Producer, Stars/Talent, etc.
- Development of business plan and packaging film for sale and distribution.
- Oversee all levels of Development, Pre-Production, Production and Post-Production.
- Budgeting and Line Producing (budgets varying from \$100,000 - \$1 million)
- Story development and additional writing in some cases
- Experienced with State of FL Tax incentive program
- Experienced and able to acquire Stars/Name Talent

Sunscreen Film Festival St. Petersburg, FL 10/2005 – 2012 Executive Director/ Co-Founder

- Led organization from inception to its current status as a leading International & U.S. film festival;
- Run all Festival operations, programming, development, community relations and overseeing artistic arc of organization;
- Established festival mission, architecture, and management;
- Created and established the non-profit organization that runs the festival;
- Assembled and maintains the Board of Directors;
- Raising funds and community support to run the festival;
- Established relationships with local government and media outlets;
- Write grants and secure governmental financial support;
- Programming the festival and building the profile and creative direction of the organization;

- Identifying and building relationships with celebrity filmmakers, producers, actors and more to bring them in as speakers, instructors and guests of the festival;
- Established & developed a comprehensive educational outreach program;
- Festival was voted "One of the 25 Coolest Film fests in the Country" by MovieMaker magazine in 2009; voted Best Film Festival in Tampa Bay by Tampa Bay Magazine in 2012
- Generate over \$400,000 annually in economic development to local community (confirmed by 3rd party audit info)

Surgical Videos Inc. Clearwater, FL 1/2002-1/2012

Director of Operations

- Manage all aspects of operations in Tampa, Clearwater, St. Petersburg Metro area;
- Communicating and coordinating documentation of over 1200 surgical procedures with Doctors in the bay area;
- Partner with top spine and orthopedic surgeons in the Bay Area for over 10 years;
- Expert in Operating Room procedures and sterile environment, (actively been in over 1000 surgeries);
- Coordinating and ensuring all client surgeries are documented, edited, invoiced and delivered;
- Establish business relationships between Doctors and Attorneys;
- Grow and expand of the business through sales revenue and territorial increases;

Just For Feet Specialty Stores (Athletic Attic) Clearwater, FL 6/94 – 1/2000

District Sales Manager

- Manage all operations, sales and training of all stores in Orlando, Tampa, Clearwater, St. Petersburg, Merritt Island, Sarasota, and New Orleans, (12 locations, \$15 million in annual revenues and over 150 employees);
- Business to Business sales, including successful sales negotiations between the New Orleans Saints and the Make A Wish Foundation, real estate contracts, sales and promotions with Nike, Adidas and New Balance;
- Maintained top sales district in the southeast, Sales projections and analysis. Analysis of product and sales data in relation to store sales performance. In order to help increase sales;
- Control all day to day operations including; sales training of all store managers and assistants, inventory control, product ordering and buying, payroll control, merchandising and advertising;
- Merchandise buying and coordination tailored to individual store demographics and product demand;
- Established payroll guidelines and protocol in order to maintain a profitable payroll to sales percentage;
- Coordination of recruiting, placement and training of all management throughout the District;
- Trained, developed, promoted and relocated numerous Managers to other locations throughout the country. Including the training, and developing of a District Manager to take over the New Orleans District;
- Real Estate scouting and location analysis. Helped find and evaluate potential new store locations throughout the company; Develop and implement advertising and marketing plans for all District locations;

Education

University of Toledo Toledo, OH (September 1990 – January 1993)
Communications Major

Eckerd College St. Petersburg, FL (January 2000 - May 2002)
Bachelor of Arts Business Mgmt, minor in Information Systems (Graduated Magna Cum Laude)

Academy of Art University San Francisco, CA (2012- 2014)
Masters of Fine Arts Currently working on MFA in Motion Pictures and Television Program