

21 August 2008

To Whom It May Concern:

Heather Chappell joined Sledge in September 2006 to work on the myfilms.com project as Content Director.

She reported directly into the Project Director and worked alongside the Digital Project Manager and Marketing Director. The small size of the team and the ambitions of the project meant the work was very intensive and involving.

Heather has been an integral part of the creation of myfilms.com, a dynamic film website funded by the UK Film Council – the key stakeholders. Her responsibilities lay in:

- Copywriting for all areas on **myfilms.com**
- Attending screenings and writing reviews and synopses
- Selecting and reviewing our weekly 'Editor's Choice' film
- Researching and writing content for our weekly newsletter
- Writing copy for user email invites and communications
- Managing and writing/editing articles for **myfilmsblog.co.uk**, which included full-length reviews, a weekly box office overview, and cast/crew interviews
- Managing relationships with distributors and exhibitors and developing relationships and promotional opportunities with external partners
- Managing the Content Administrator and freelance writers, and co-managing the Marketing Executive
- Overseeing the organisation of free public film screenings
- Overseeing PR and research