

ANNI WESSMAN

Sales and Production Manager, Translator

Curriculum Vitae



Contact Information

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A Short Biography

A solid film professional, Anni has worked as a producer for the Helsinki International Film Festival – Love & Anarchy and as production and marketing coordinator at Don Films. She has spent the last few years working to internationalise the Finnish film and television industries, namely at Audiovisual Finland (formerly called FAVEX), where she worked on export initiatives and international communications. Before that, she worked in International Affairs at the Sibelius Academy University of the Arts Helsinki, where she coordinated several global music networks and organised the 2014 Percussion Plus music festival. She previously lived in the UK where she studied Drama, was a university music scholar for Classical Voice and later gained an MA in Film Studies. She then went on to work at several high-profile arts institutions as well as NBC in London. Born in Finland in 1988 but having grown up in the United States and having lived most of her life abroad, Anni also works as a freelance translator in the film industry.

Duties at Kroma Productions

Joining Kroma in January of 2016, as Sales and Production Manager Anni is responsible for the sales and marketing of our productions and services, production duties, as well as the overall development, growth and internationalisation of our business operations. Anni also works on the distribution front, manages network partnerships and handles necessary administrative and copywriting duties.

Education

2014 **Sibelius Academy Open University, Cultural Entrepreneurship Study Module**

A year long course following the outlines of the Sibelius Academy Arts Management degree programme

2011 **Queen Mary University of London & King's College London, MA Film Studies.**

2010 **The University of Exeter, BA Hons Drama**, with a music scholarship for classical voice (University Music Scholar 2007-2010)

2007 **Ressu IB World School in Helsinki, Finland**

Career and notable projects

2016-present **Kroma Productions** *Sales and Production Manager*

2010-present **Freelance translator** (*Finnish to English*), providing the highest-quality Finnish-English translations and British/American English language proofing, for clients ranging from universities, film production companies and cultural organisations, to researchers and entrepreneurs. The scope I provide for texts is extensive: marketing copy, screenplays, academic articles, research papers, doctoral dissertations, brand architectures, organisational strategies, websites, online platforms, questionnaires, treatments, synopses, Director's/Producer's Notes, etc.

2016 **Helsinki International Film Festival – Love & Anarchy** *Finnish Film Week Producer*

Responsible for producing the 2016 [Finnish Film Week](#), featuring local premieres and an extensive selection of Finnish feature films and documentaries that have been screened in cinemas during the past year, complete with filmmaker Q&As under the Helsinki International Film Festival. Part of the [Finnish Film Affair](#) team, responsible for helping to plan and organise this industry sidebar showcase of upcoming Finnish films, functioning as a sales and networking platform under HIFF.

2016 Don Films Production and Marketing Coordinator

Acting as Production and Marketing Coordinator for horror film [Lake Bodom](#) (*BODOM* in Finland). Responsible for post-production coordination duties and marketing launch and international delivery schedule together with the film's producer. Coined by Variety as "one of Scandinavia's most anticipated elevated genre imports", the modern slasher is inspired by true events from a legendary 1960s unsolved murder case. Other responsibilities related to the Don Films banner and upcoming projects.

2014-2015 [Audiovisual Finland](#) (formerly known as FAVEX – Finnish Film and Audiovisual Export)

Project Coordinator: Responsible for international communications, project coordination of international initiatives aimed at sales, market attendances (AFM, MIPs, Cannes Lions, Cannes Film Festival), sponsorship negotiation, investigative reportage of international cash flow and sales trends in the Finnish audiovisual industry (TV & Film) on behalf of Favex. Notable projects included "[Getting It Made for the US Market](#)" for AFM 2015 and "[Focus on the Nordics](#)" at MIPTV 2015.

2012-2014 Sibelius Academy, University of the Arts Helsinki

Academic Affairs Secretary: Responsible for the application process and administration of all grants under the Sibelius Academy Foundation, an independent foundation operating in connection with the Sibelius Academy. Responsibilities also included assisting in the Sibelius Academy admissions process, and other centralised tasks for Academic Affairs.

2013-2014 Percussion Plus 2014, Helsinki

Nordplus Horizontal Coordinator: Playing a central role in working as the festival coordinator for a biennial meeting of Nordic and Baltic percussionists, organised in Helsinki in February 2014 at the Sibelius Academy. Responsibilities included acquiring funding for the event, budgeting and administrative duties for funds received from the Nordplus Horizontal programme, building a network for the event, communicating and maintaining relationships with all official international and domestic partners.

2012-2013 Sibelius Academy, University of the Arts Helsinki

Assistant, International Relations: Project coordination tasks most dealing with pan-Nordic and global co-operation, e.g. Administrative Coordinator of the Global Network for Performing Arts as part of the North-South-South programme funded by the Finnish Foreign Ministry. Responsible for coordination of International Relations communications and marketing (including social media), support of incoming international degree and exchange students.

2012 NBC Universal – London Olympics 2012

Games Services: Acting as the first point of contact for all NBC guests at the International Broadcasting Centre in the Olympic Park. Meeting guests and handling internal communications within the NBC studios.

2011-2012 Victoria & Albert Museum, London – V&A Enterprises/Publishing

Digital Production Assistant: Working on various research and editorial aspects of the content of an iPad App on post war British plays.

2011-2012 Victoria & Albert Museum, London – Department of Theatre & Performance

Exhibitions Intern: Working on major upcoming and touring exhibitions (*David Bowie: The Exhibition* and *The House of Annie Lennox*) and the London Design Festival.

2011 Digital Stages Festival, London

Hospitality & Logistics Coordinator and Booker: A recent new festival of creative technologies and performing arts (22-27 April 2011) produced by GLAZ Ltd.

Other Interests

Music Played piano since a young age, member of the opera society at Exeter University, took classical singing lessons as a University Music Scholar for three years. I play the guitar and am currently a member of the University of the Arts Helsinki Choir.

Theatre Was part of several classical and contemporary pieces at university, as well as wrote several plays and musicals. Was a member of three theatre companies whilst at Exeter.

Sports I have been an avid sportswoman all my life, winning tennis championships in the US and Finland, skiing competitions in the US, and compete regularly in golf competitions in Finland. At university I was a member of the skydiving and archery societies.

Travel Aside from living in three countries (Finland, England, U.S.), I love to travel and through this have developed excellent linguistic and people skills, whilst gaining a deeper understanding of different cultural perspectives.