

Sam Lerma

samlerma@screenvillefilms.com
screenvillefilms.com



I've been working professionally in the TV/Film Industry since the late 1990s. I began as a narrative filmmaker, and then transitioned to a career in television news as a photographer and editor. The news taught me a lot about visual storytelling, tight deadlines, and networking. I worked in journalism, both on and off the camera for 8 years. I later made my way into education as the Director of Production at the Film School of San Antonio, and Northwest Vista respectively. I taught the fundamentals of film and television production to high school students while also doubling as an adjunct professor. I went on to teach many students that are currently working professionally in the industry. In 2015 I founded my own production company, Screenville Films. We provide full scale video production to San Antonio, and the rest of the region. We're a collaborative company that works with other agencies and firms, and our clients range from local to national. I specialize in directing, writing, and cinematography.

Work History

| Commercial Production | Position | Year | Studio |
|--|--------------------------|------|-------------------|
| San Antonio Chef Ambassador Docu Series, 2023-2025 | Director/Cinematographer | 2023 | Screenville Films |
| Full Circle Moment-Braustin Commercial | Director/Cinematographer | 2023 | Screenville Films |
| Faces of Strength-Endeavors Docu Exhibit | Director/Cinematographer | 2023 | Screenville Films |
| Words of Thanks-Centro de Bienvenida | Director/Cinematographer | 2023 | Screenville Films |
| Public Arts San Antonio Featurette | Director/Cinematographer | 2023 | Screenville Films |
| Whataburger Edtalks Series, 12 Episodes | Director/DP | 2022 | Screenville Films |
| Whataburger Higher Standards Series | Director/DP | 2022 | Screenville Films |
| Laerdal Clinal Commercial | Director/Cinematographer | 2022 | Screenville Films |
| San Antonio-City of Gastronomy-Chef Ambassador Docu Series 2021-2023 | Director/Cinematographer | 2022 | Screenville Films |
| Most Likely To-Web Series: Episodes 1-6 | Cinematographer | 2022 | Screenville Films |
| Whataburger-Pivot You Commercial Campaign | Director/Cinematographer | 2021 | Screenville Films |
| University of the Incarnate Word-Leadership Summit Virtual Event | Director/Cinematographer | 2021 | Screenville Films |

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| NCAA Women's Final Four | Cinematographer | 2021 | Nelco Media |
| Return to Amish | Camera Op | 2021 | Discovery Plus |
| Pig Royalty | Camera Op | 2021 | Discovery Plus |
| World Heritage Office Open House Virtual Event | Producer/Director | 2021 | Screenville Films |
| NPR Tiny Desk-Xavier Omar | Director/Director of Photography | 2021 | NPR Music |
| MLK March-Virtual Show for COSA | Director of Photography/Producer | 2021 | Screenville Films |
| Texas A&M-TAMUK Commercial | Director of Photography | 2021 | Screenville Films |
| Door of Equality Documentary | Director/Cinematographer | 2021 | COSA-Dept. Arts and Culture |
| Wildlife Viewing Blinds at Tobin Land Bridge | Director/Cinematographer | 2021 | COSA-Dept. Arts and Culture |
| Broadway Bank-Rebrand | Director/Cinematographer | 2020 | Screenville Films |
| Whataburger - "Letters" Series | Director/Cinematographer | 2020 | Screenville Films |
| Methodist Health System: Health Matters | Cinematographer | 2020 | ESD |
| Celina for State Rep-Turn the Texas Blue | Cinematographer | 2020 | WIN Company |
| Judson ISD-2020 Promotional | Director/Cinematographer | 2020 | Screenville Films |
| US Airforce 4th of July Special | Cinematographer | 2020 | Screenville Films |
| California Psychics-DIY Series | Cinematographer/Editor | 2020 | Screenville Films |
| Domino Sugar Promo | Cinematographer | 2020 | BOSCO |
| HA Comedy Festival | Camera Op | 2020 | HBO Max |
| Spanish Governor's Palace Virtual Tour | Director/Cinematographer | 2020 | Screenville Films |
| On Par Golf Promotional | Director/Cinematographer | 2020 | Screenville Films |
| Mission Solar: Back to the Solar | Cinematographer | 2020 | ESD |

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| Texas Organ Sharing Alliance (TOSA) New Build | Director/Cinematographer | 2020 | Screenville Films |
| Great White Dental | Cinematographer | 2020 | Screenville Films |
| Baker Risk Engineering-Fortress | Director/Cinematographer | 2020 | Screenville Films |
| VIA Link - Go Places | Cinematographer | 2020 | ESD |
| VIA Link - Hassle Free Meetups | Cinematographer | 2020 | ESD |
| VIA Link - Hassle Free Shopping | Cinematographer | 2020 | ESD |
| Braustin Homes | Director/Cinematographer | 2020 | KNP |
| City of San Antonio-Distinction In the Arts | Director/Cinematographer | 2019 | Screenville Films |
| Spurs Entertainment - Spurs Give | Producer/Cinematographer | 2020 | Deux South Creative |
| Pete Buttigieg-Political Spot | Cinematographer | 2019 | AKPD Media |
| Whataburger - Hometown Heroes Series | Director/Cinematographer | 2019 | ScreenvilleKNP |
| Whataburger - Tommy | Producer/Director | 2019 | ScreenvilleKNP |
| Whataburger - Church Youth Group | Producer/Director | 2019 | ScreenvilleKNP |
| Clear Com Communications | Cinematographer | 2019 | Screenville Films |
| Braustin Homes | Cinematography | 2019 | KNP |
| San Antonio City of Gastronomy | Director/Cinematography | 2019 | Screenville Films |
| Dia De Los Muertos Promotional | Director/Cinematography | 2019 | Galaxy Prod. |
| Dia De Los Muertos Virtual Show | Director/Cinematography | 2019 | World Heritage SA |
| Endeavors-Unlimited Series | Director/Cinematographer | 2109 | Screenville Films |
| Holdsworth Center-My Story Series | Director/Cinematography/Editor | 2019 | Screenville Films |
| San Antonio Book Festival Promo | Director/Cinematography | 2019 | Screenville Films |
| UNESCO-Confluence of Cultures | Director/Cinematography | 2019 | Screenville Films |

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| IKEA Opening | Cinematography | 2019 | Screenville Films |
| Lyft San Antonio-Promotional Series | Cinematographer/Editor | 2019 | Screenville Films |
| Joe Gonzales for District Attorney | Cinematographer | 2018 | Irez Productions |
| Pets Stay Free-Marriott Towne Suites | Cinematographer | 2018 | Puro Pinche |
| Celina Montoya for Texas State Rep | Cinematographer/Editor | 2018 | Screenville Films |
| City of San Antonio-Real and Ready | Director/Cinematographer | 2018 | Screenville Films |
| Frontier Airlines | Cinematographer | 2018 | L.A.M.P. Media |
| Southwest School of Art-BFA | Director/Cinematographer | 2018 | Screenville Films |
| Mission Marquee Plaza Promotional | Cinematographer | 2017 | Screenville Films |
| More Than Just a Park-PS East | Director/Cinematographer | 2015 | Screenville Films |
| SACU Financial Health Centers | Director/Cinematographer | 2015 | Screenville Films |

| Documentary | Position | Year | Studio |
|---|--------------------------|-------------|----------------------|
| Phil Hardberger Land Bridge Art Feature-COSA | Director/Cinematographer | 2020 | Screenville Films |
| 25 Windows and a Frame | Director/Cinematographer | 2019 | Screenville Films |
| Spelling the Dream | Camera Operator | 2018 | Netflix |
| Bias | Camera Operator | 2018 | Finish Line Features |
| Eastpoint | Director/Cinematographer | 2016 | Screenville Films |
| San Antonio T-Public Arts SA | Director/Cinematographer | 2015 | Screenville Films |
| The History Keepers | Director/Cinematographer | 2015 | Screenville Films |
| A Love Story | Director/Cinematographer | 2015 | Screenville |

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| Future of Our Park | Director/Cinematographer | 2015 | Screenville Films |
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| Narrative Films | Position | Year | Studio |
|----------------------------------|-----------------|-------------|-------------------|
| Falling-Black Market Club | Writer/Director | 2017 | Screenville Films |
| Oliva | Writer/Director | 2016 | Screenville Films |
| Squeezebox | Writer/Director | 2015 | Screenville Films |
| Flutter | Writer/Director | 2013 | Screenville Films |
| Lilia | Writer/Director | 2012 | Screenville Films |
| Trash Day | Writer/Director | 2011 | Screenville Films |

| Awards/Accolades | Year |
|--|-------------|
| Telly Award Bronze-Discover St. Pauls Square: Online Commercial For St. Pauls Square District | 2023 |
| Telly Award Bronze-Cinematography: Wildlife Viewing Blinds For COSA-Department of Arts and Culture | 2021 |
| Telly Award Silver-General-Documentary: Individual for Branded Content For Whataburger-Hometown Hero Jacob Munoz | 2020 |
| Telly Award Bronze-Craft-Videography / Cinematography for Branded Content For Whataburger-Hometown Hero Jacob Munoz | 2020 |
| Telly Award Bronze-Craft-Videography / Cinematography for Online Commercials For From Your Couch to Your Home - Braustin Mobile Homes | 2020 |
| Telly Award Silver-Craft-Videography / Cinematography for Promotional Video For Real and Ready Promotional Video | 2019 |
| Telly Award Bronze-General-Travel/Tourism for Promotional Video For Real and Ready Promotional Video | 2019 |

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| Best Film 2016 San Antonio Neighborhood Film Festival | 2016 |
| 2nd Place-Santikos Riffs and Reels Music Video Showcase | 2016 |
| 2015 Best San Antonio Filmmaker-San Antonio Current | 2015 |
| Best Regional Short (Squeezebox)-2105 South Texas International Film Festival | 2015 |
| Best Short Film(Squeezebox)-2015 Philadelphia Latino Film Festival | 2015 |
| Best Director-Long Island Latino Film Festival | 2015 |
| Best San Antonio Filmmaker-San Antonio Film Festival 2012 | 2012 |
| 2013 San Antonio Business Journal's "40 Under 40" Award Recipient | 2013 |
| Award of Excellence in Filmmaking at the Canada International Film Festival | 2013 |
| The Chris Caddel Flatland Filmmaker Award | 2010 |
| Jury Prize-SAL Film Festival | 2010 |
| SXSW Official Selection-Trash Day | 2010 |
| Vimeo Staff Pick-Trash Day | 2010 |