

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
Whataburger-Pivot You Commercial Campaign	Director/Cinematographer	2021	Screenville Films
University of the Incarnate Word-Leadership Summit Virtual Event	Director/Cinematographer	2021	Screenville Films
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	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

Sam Lerma

samlerma@screenvillefilms.com
screenvillefilms.com



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
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

Sam Lerma

samlerma@screenvillefilms.com
screenvillefilms.com



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
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

Sam Lerma

samlerma@screenvillefilms.com
screenvillefilms.com



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
Future of Our Park	Director/Cinematographer	2015	Screenville Films

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

Sam Lerma

samlerma@screenvillefilms.com
screenvillefilms.com



Awards/Accolades	Year
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
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