


# Emma Shortt

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## Summary

Over 20 years of experience working with blue chip clients across multiple sectors globally, to deliver targeted internal and external communications. Experienced at running multiple strategic projects at one time, while ensuring deadlines are met, quality of content, media and marketing plans and overseeing budget projections and adherence.

## Experience



### Owner

#### THE SOUTH AFRICAN SHEEPSKIN COMPANY

Dec 2017 - Present (3 years +)

Owner

The South African Sheepskin Company

Dec 2017 – Present (3 yrs)



### Marketing, media & communications consultant

#### Department of Education And Knowledge - ADEK

Sep 2019 - May 2020 (9 months)

Currently living in Abu Dhabi having spent eight months consulting to the Abu Dhabi Dept. of Education and Knowledge on their marketing, media and content creation.

Acting business partner responsible for budgets, marketing, content, production and account direction on two major education and research projects which are locally-based with a global outlook. Both projects were Ghadan 21 initiatives and part of ADEK's mandate to improve education and knowledge within the Emirate of Abu Dhabi.



### Director

#### Xler8 Ltd

Mar 2014 - Present (6 years 9 months +)

Focus on :

1) Content creation and sponsorship/commercialisation thereof for clients globally within world of Motorsport, Sports and Magazine brands:

2) Sports & Sponsorship activations, within specialist field of Formula 1, GP2, Formula E. Specialist territories include Middle East, UK, USA.

Experienced in:

- Creating bespoke video content for YouTube Channels and driving audiences and engagement.
- Delivering sponsor strategy to maximise revenue
- Interpreting analytics to develop audience/subs/commercial opportunities/growth

\* Utilising all forms of communication: social, print, online, digital, video to deliver key client messages



## **Account Director F1 Racing Group**

Haymarket Media Group

Jan 2009 - Mar 2014 (5 years 3 months)

Global business development and sports sponsorship activations within the Formula 1 and other sporting, telecommunications, automotive and financial services environments in order to manage internal and external communication strategies to meet strategic objectives. Project, budget and ROI management for each defined deliverable. Clients include key stakeholders within the Formula 1 community, Middle East (specifically well established relationships in both the private and public sectors in Abu Dhabi) and the UK.

Communication vehicles include youtube motorsport show, web environments, magazines, direct mail, electronic magazines, social media campaigns, advertising campaigns.

Global media buying, print and distribution project management.



## **Senior Account Manager**

Haymarket Network

2004 - 2007 (4 years)

Responsible for the day to day operations of the creative teams, production and client management handling clients including RBS, HMV, Comet, LG.



## **Director**

SCS

2001 - 2004 (4 years)

Provided consulting services to music industry to optimise publishing workflow strategies and improve processes, supplier negotiation and management thereby delivering efficiencies and improved ROI. Created effective communication bridging processes between production, advertising and editorial teams to increase throughput and reduce time to market.



## **Group Production Manager**

Haymarket Business Group

1991 - 2000 (10 years)

Responsible for quality of print, paper, reproduction, distribution across 15 newstand and subscription business magazines in UK, US, Far East. Managing a team of 15 production professionals to deliver against daily, weekly and monthly deadlines.



## **Production Manager**

Punch Magazine

1988 - 1991 (4 years)

Full responsibility for all aspects of magazine production to meet budgets and deadlines.



## **Account Manager**

DSC Advertising

1987 - 1988 (2 years)

Managed delivery of agency client briefs through creative studio, production and day to day management of client relationships.

## Education



### University of Surrey

BSC Economics, Economics

1982 - 1985

French and German specialisation



### St Georges School, Edinburgh

## Skills

New Business Development • Print Media Sales • Production Planning • Marketing Strategy • Strategic Communications • Strategic Sourcing • Key Client Relationships • Budget • Creative Services • Strategic Consulting