

# EMILY SHIPP

(+44) 7912 357752 • EMILYSHIPP@OUTLOOK.COM • [linkedin.com/in/emilyshipp](https://www.linkedin.com/in/emilyshipp)

Engaging leader and digital campaign expert with demonstrable commitment to social impact.  
Thrives on big challenges, bold ideas and nurturing strong working relationships.

## RELEVANT EXPERIENCE

### **Founder & Consultant | Against the Rush Ltd | Jan 2016 – Present**

- Founded independent marketing consultancy nurturing growth for startups and SMEs.
- Advise on digital strategy for organisations ranging from commercial ventures to social enterprises.
- Past projects include:
  - Referrals-based recruitment startup.* Developed early stage marketing strategy.
  - Major London charity.* Established framework for digital redesign across web, social media and email.
  - Intellectual property innovation studio.* Advised on content marketing and networking strategy.
  - Management consultancy.* Coordinated website redesign. Developed content marketing and thought leadership strategy. Wrote opinion pieces for leading industry news publications.
- Expertise in digital campaign strategy, early stage marketing, message development, media strategy.

### **Trustee & Board Member | The Restart Project | Aug 2016 - Present**

Marketing and communications strategic advisor for social enterprise focused on reducing electronic waste.

### **Founding Editor | Foreword, The Fourth Group | Dec 2017 – May 2018**

Established new publication addressing the impacts of the fourth industrial revolution on politics and society. Secured contributions from tech and social impact influencers in US, UK and Australia. Continuing as mentor.

### **Digital Marketing Tutor | General Assembly | Feb 2016 – Sept 2016**

- Taught class of 30 students during ten-week sector-leading digital marketing course.
- Topics spanned brand development, analytics, advertising, content marketing, social strategy and more.

### **Head of Marketing | Unbound.com | July 2014 – Dec 2015**

- Led marketing, communications and community development team. Recruited and managed input and professional development of four full time employees. Managed three additional contractors.
- Increased new user signups by 127% and increased mailing list revenue by 134% year on year.
- Launched author crowdfunding workshops leading to an overall 62% decrease in average time to fund.
- Nurtured relationships to increase public awareness of Unbound, including Twitter HQ, Hay Festival and other major literary festivals, London Review of Books, major literary prizes and influencers.
- Coordinated 'Women in Print' campaign, increasing submissions from female authors by 400%.

### **Senior Marketing Manager | Shelter | Aug 2013 – June 2014**

- Promoted to lead a major consumer awareness campaign for Shelter as a source of housing advice, managing communications and marketing strategy across multiple channels.
- Led project team and oversaw all elements including: consumer research, content marketing, PR, web design and development, email marketing, social media, public affairs and stakeholder engagement.
- The campaign succeeded in all key metrics:

- Doubled the number of re-tweets and new Facebook fans compared to the previous year.
- Succeeded in driving 500,000 more website visits than the previous year's campaign.
- Secured two bursts of national press and broadcast campaign coverage during first month.
- Raised awareness of Shelter advice to highest level to date (30%, NFP tracking survey).

#### **Campaigns Officer | Shelter | Jan 2012 – Aug 2013**

- Led on media strategy, planning and video production for Homes for London campaign:
  - Managed campaign media partnership with the London Evening Standard.
  - Directed development and distribution of three short films across blogs and social platforms.
  - Represented Shelter as a spokesperson at the Sky London Mayoral Debate and on LBC radio.
  - **The Homes for London campaign was highly commended in the PR Week Awards 2012.**
- Led Shelter's national tenancy deposit awareness campaign:
  - Managed communications plan and media buying for consumer finance campaign.
  - Secured support from DCLG, Money Advice Service, Money Saving Expert and others.
  - Represented Shelter on BBC The One Show and on regional news broadcasts across the UK.
  - Succeeded in engaging new audiences with 85% of website visitors new to Shelter.
  - Lead multidisciplinary team. Responsibility for campaign strategy and project management.

#### **Digital Campaign Manager | agenda21 digital | April 2011 – Jan 2012**

- Planned and managed digital advertising campaigns for clients including TotalJobs, Investec, Greenpeace, ChristianAid, PlanUK, The Cayman Islands Tourist Board and Burt's Bees.
- Conducted research to inform pitches for new business and digital communication strategies.
- Developed knowledge of digital advertising including social media, SEO, paid search and display.

#### **Assistant Psychologist | NHS Camden | Oct 2007 – Oct 2010**

- Trained in cognitive behavioural therapy techniques as part of NHS IAPT graduate program.
- Supported patients with anxiety and depression through short-term psychological interventions.
- Worked on social marketing initiatives to engage hard-to-reach target groups in seeking support.

### **EDUCATION & TRAINING**

#### **BBC Academy | Feb – May 2013**

Leading Creative Teams: training and application (while at Shelter)

#### **London School of Journalism | Jan 2012 – May 2013**

Diploma in Freelance Journalism & Feature Writing (Distinction)

#### **University of Durham | Oct 2004 – July 2007**

BSc Joint Hons, Philosophy & Psychology (2:1)

### **ADDITIONAL ROLES, VOLUNTARY WORK & TRAVEL**

**Remote work and travel | Barcelona, Tokyo, San Francisco | Sept 2016 – April 2018**

**PR & Fundraising Manager, Tenteleni | Dec 2010 – Sept 2012**

**Independent travel in India | Sept 2010 – Dec 2010**

**Tenteleni Project Volunteer & Teaching Assistant, Kenya | June 2006 – Sept 2006**