



THE WORD SMITHY

Forging Copy & Strategy

EMILY SHAW CV

They say that like Tetris, if you fit in you will disappear.
So, my CV is a little different to the ones you're used to.
If you have any unanswered questions, drop me a line.

WHAT YOU NEED TO KNOW

I'm qualified:

- Red and Yellow School of Logic and Magic Copywriting
Graduated 2004 with Distinction
- Vega the Brand School
BA Honours Brand Leadership
Graduated 2012

I've been employed for 20 years.

- Senior Strategic Lead
Publicis Machine
2021 – 2025
- Strategy Partner
Publicis Emil
2017 – 2021

PRIZES AND ASSIGNMENTS

- Best of Best
Publicis Machine
2016 – 2017
- Group Strategist
Liquorice Digitas
2012 – 2016

WHAT I CAN DO

I've been lucky enough to plan a lot of everything:

- Brand strategy
- Communication strategy
- Positioning strategy
- Content strategy
- Social media strategy
- CRM/loyalty strategy
- B2B strategy.

I've worked in almost every industry, but here are the brands for which I've written the most strategy over the past 2 decades.

- Unilever
- Distell
- Mercedes-Benz
- SAB Miller
- Nestle
- Sanlam
- Standard Bank
- Visa
- Pepsico
- Pioneer
- Vivo Energy
- L'Oreal
- Amazon Prime
- Arabella Sheraton

I've found when people work hard, they are sometimes recognized for it.
Here are some of the awards I've won over the years.

Loeries
Bookmarks
Pendorings
Assegais
Smarties
New Gen
Cannes
United Nations
Giraffes

I've also written curriculum for the BCOM Honours Degree at Vega, lectured mature students in the undergraduate Brand Leadership degree, been a keynote speaker for big brands like Elizabeth Arden, Distell and Pioneer Foods, judged the Bookmark Awards, won Strategy of the Year and I have even spoken at Design Indaba. So that's quite nice.

"Emily Shaw is an absolute force of nature when it comes to creative problem-solving and strategic communications. Her ability to distill complex ideas into impactful, elegant solutions has been a game-changer for our business. Highly recommend her—she's simply exceptional!"

*Selvin Govender
VP & Director GD Sales MEA & SEA
Mercedes-Benz Cars 2025*

LET'S GET TO KNOW EACH OTHER BETTER.

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