

## AMY STUART



**Job:** Director

**Company:** Social Life Media Ltd

I am a Director of my own company after leaving the BBC in November. I have since worked with GOV.UK, NBA and Led by Donkeys on projects. My specialism is managing complex projects, innovation and creativity and digital media. I work on campaigns and commissioning content from ideation to delivery.

Hardworking

Thoughtful

Creative

**The skills I use most in my job...**Project Management

- Strategy
- Digital Consultation

- Creativity
- Audience Insight (Gen Z)

**The most interesting thing I've worked on in my career so far...** Louis Theroux's Forbidden America  
- I got him to do a chickenshop date with Amelia Dimoldenberg which blew up.

**What inspired me into digital and tech...** I fell into it. My first job was on the Dating Channel as a Text Jockey which led me into BBC's Community moderation, management and hosting.

**My educational background is...** BA Hons at Bath doing Creative Arts - photography and creative writing. Lucky enough to do a Masters of Business and Strategic Leadership whilst at BBC.

**What advice I'd give to girls thinking about a career in digital and tech...** Why not?