
CURRICULUM VITAE

Emma Zadravetz

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British / American

Project and Programme Director with 20+ years' success directing agency workflow, creative resourcing and delivering award-winning, fully integrated campaigns across film, digital, social, OOH, experiential, influencer, and earned media. Proven ability to align creative vision with operational excellence, building process, leading resourcing across accounts, driving financial discipline, risk management and stakeholder confidence. Detail oriented and skilled at leading cross-functional teams, protecting budgets, and delivering complex programmes under pressure.

KEY SKILLS

- **Programme & Project Leadership**
- **Planning & Resourcing**
- **Budget & Financial Management**
- **Stakeholder Management**
- **Team Leadership & Mentoring**
- **Process, Governance & Risk Management**
- **Production & Vendor Management**

PROFESSIONAL BACKGROUND

Oct 2025 – Current (Freelance) Publicis One Touch
Project Manager

- Delivering integrated, multi-market marketing programmes for NIVEA across creative, digital and production.
- Responsible for global asset and playbook delivery (TVCs and digital), budget management, client-facing delivery and process optimisation in fast-paced, high-volume delivery environments.

Sep - Oct 2025 (Freelance) Wasserman
Senior Project Manager

- Leading social projects for Rexona and Animal Friends Insurance, managing fast-turnaround shoots and assets and collaborating with creative and production teams to deliver aligned social content.

May – Aug 2025 (Freelance) Ketchum
Project Director

- Led day-to-day operations and delivery for the Samsung account, managing fast-paced PR campaigns across multiple workstreams, with responsibility for scope, timelines, budgets, forecasting, resourcing, senior stakeholder alignment and ongoing process improvement.

Jan 2017 – Apr 2025 Edelman
Project Director

- Led the strategic planning and execution of a broad range of integrated, digital, and PR campaigns across global brands. My role spanned end-to-end project/program management, client relationship oversight, resourcing, budgets, and cross-functional team leadership. Key highlights are
- **Starbucks:** Programme Manager overseeing team resourcing and overall project budgets.

- **HARIBO:** Project Management Lead responsible for account setup, implementation of client-facing processes/documentation, and the delivery of integrated campaigns.
- **Samsung:** Managed integrated campaigns, ensuring cross-team alignment and timely delivery.
- **Ingka/IKEA:** Managed website updates, social and film campaigns tied to sustainability goals and events, including the design and launch of their 2019 annual report microsite.
- **Janssen Pharmaceuticals:** Delivered innovative campaigns across VR, film, and app builds.
- **Digital-Only Campaigns:** Led delivery across high-profile clients including On The Edge, Mazars, Exscientia, Inclusive Capitalism, Global Solidarity Fund, HKSTP, Effective Giving, Shell, Takeda, ABB, Gavi, Geneva Association, Microsoft, LEGO (Chatbot), Charlotte Tilbury (Chatbot), and HP.
- **ASICS (Global PR, 2017–2019):** Programme-managed global PR campaigns, events, film content, toolkits, and social media assets, budget control, and status tracking.
- **Taco Bell (UK Launch):** Oversaw PR campaign delivery including experiential, social, and film content tied to their London store launch.
- **Nissan (Global PR):** Managed creative development, website builds, and social content creation for global PR campaigns.
- **Voltarol:** Delivered the 2017 always-on social calendar, managing client comms, timings, budget.
- **PayPal:** Managed multiple influencer-led marketing campaigns from strategy to delivery.
- **Pitches:** Project management for various high-stakes pitches across sectors.

Nov 2013 – Dec 2016

Isobar

Part of the Dentsu Aegis Group

Senior Project Manager

- Led end-to-end project and programme management across large-scale integrated campaigns, digital builds, and multichannel initiatives for global brands, including smaller digital and social projects and new business pitches, with full ownership of budgets, stakeholders, and teams.
- Larger campaigns include:
 - **Huawei P8 mobile phone European launch:** Delivered the flagship campaign across site, social, online ads and film in close partnership with producers and creative teams.
 - **Kellogg's Special K rebrand:** Delivered full digital campaign rollout across site updates, photoshoot and online ads, managing the budget and coaching a junior project manager.
 - **Kellogg's Masterbrand:** Directed a year-long, three-phase Kellogg's campaign across site, online ads, social and film, driving the brand's first masterbrand repositioning.
- Smaller projects include the below and various pitches:
 - **Sites:** Iberogast HCP (site redesign), Western Union (Corporate site redesign), Skinoren (new site templates), Enterprise EMEA franchise (site content), Friskies (site content).
 - **Social content** (inc. content plans, photography/film): Chambord, IKEA, Burger King. Managed full client budgets across all projects on these accounts and a junior project manager.
 - **Ads:** Enterprise, Timberland, Google.

Oct 2008 – Nov 2013

WCRS (Altogether Digital)

Part of the Engine Group

Project Manager

- Led digital and multichannel projects while driving team integration, process improvements and stronger client relationships during the WCRS merger.
- Projects include the below:
 - **Sites:** Vertu (site design), Rolls-Royce 200EX (site design), AVG (site design), Boots (site ux), Kerrygold (site UX), Glenfiddich (site content), internal Engine sites including WCRS, Mandate, Synergy, Totem, Hogarth and Altogether (redesign/updates)
 - **Social** (FB apps): Radox, Andrex
 - **Ads:** Royal Navy, Warburtons, Bupa, HMRC, Greater London Authority, MINI, Coral, Kleenex
 - **Multichannel:** Artemis (site, interactive iPad ads), Santander (site, ads), Sky (site, ads)

Jun 2007 – Sep 2008

TMW

Project Manager

- Developed workflows to improve agency and client collaboration, while overseeing daily resourcing across internal teams and partners and managing ongoing project status and communication.
 - **Sites:** Led website design and update projects for Arriva Trains Wales, Unilever, and Capital One
 - **Jumeirah Hotels site redesign:** Managed the redesign of the global website, including a site audit of ~2,500 pages and collaboration with the designer to define and implement the new IA.
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Feb 2004 – May 2007

Wunderman Interactive (HTW)

European Account / Project Manager

- Managed the centralised delivery of site and microsite content across 22 European markets.
 - Oversaw full project and account management from build to localisation and deployment.
 - Owned financial tracking and annual budget, maintaining daily contact with clients and markets.
 - Provided remote and on-site training to ensure consistent rollout and platform understanding.
 - Liaising with third party and partner companies about upcoming technology.
 - Developed knowledge in usability testing, hosting, performance, accessibility and W3C standards.
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Nov 2001 – Feb 2004

Diesel London

Kings Cross (Jan '03 – Feb '04) / **Kensington** (Nov '01 – Jan 03)

- Stock Planner - Sales reports and analysis, allocation of stock to all the stores, logistics and claims.
 - Stock Room Specialist - Opened / closed store, organised sales team and stockroom.
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Freelance

Site design

- Site design and maintenance for a psychotherapist, Health Touch
 - Designed and built sites for Image 2 Lens Photography, B Kleen mobile car wash, Fighting Fit martial arts, Bluesource messaging solutions company, Blak Twang hip-hop artist, Café Recordings, Equine Vet and a Clydesdale land management company.
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EDUCATION

Dec 2000 – Mar 2001

Tech Connect

CIW Site Designer

Internet business skills and professional Web Design, HTML, Flash, Dreamweaver, Fireworks, XML, JavaScript

1997 – 2000

Goldsmiths College, University of London

BSc Computers and Information Systems

Dissertation: User interface Design Tools

1990 – 1997

Richmond Upon Thames College / Bedgebury School

3 A Levels (maths/chemistry/physics) / 10 GCSEs

PERSONAL SUMMARY

Outside of work, I'm passionate about horse riding and regularly compete in team chasing, a fast-paced and highly collaborative equestrian sport that strengthens my resilience, teamwork and decision-making under pressure. I'm also an avid photographer who loves capturing landscapes and candid moments on my travels, with exploring new cultures continuing to fuel my creativity and perspective.
