

# RAMSAY SHORT

## EDITOR & JOURNALIST

### INFO

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### EDUCATION

**PgDip in Print Journalism**  
*Pass with Distinction*  
London College of Printing  
2000–2001

**MSc. History of International Relations**  
*Pass with Merit*  
London School of Economics  
1999–2000

**MA History**  
*2.1 with Honours*  
University of Edinburgh  
1994–1998

### COURSES

**Shooting & Editing digital video**  
using Final Cut pro  
Frontline Club, London 2011

**Diploma Creative Writing**  
University of East Anglia/The  
Guardian, London 2014–2015

**SEO and Digital Social Media  
for Travel**  
SEOTravel, London 2016

### SKILLS

- Web design (*Wordpress/Squarespace/Strikingly/Mailchimp*)
- Adobe Indesign CS6
- Excel
- Microsoft Office
- Teeline Shorthand
- Languages: English, French (Basic), Arabic (Basic)

### BOOKS

*A Hedonist's Guide to Beirut*  
HG2 travel guides (2005)

## SUMMARY

I am a collaborative, ideas-driven journalist, editor and content producer with over 15-years experience. Having written for the broadsheets (*The Guardian, The Telegraph*), newsstand magazine titles (from *Time Out* to *Condé Nast Traveler*), and contract magazines (at Ink Publishing) my writing, editing and reporting skills are exceptional. I am a proven team leader – I launched, put together and managed editorial and sales teams for *Time Out Beirut* (20 staff), Ryanair's market-leading inflight magazine *Let's Go* (10 staff) and ran the features desk at Beirut's prominent *Daily Star* English language newspaper (six staff). As someone with a Lebanese mother and a British father and having lived and worked as a journalist in the UK and Beirut, as well as the Gulf, I have a deep understanding and love for both cultures, and an ability to work efficiently and sensitively in the field. My father, a documentary maker and investigative journalist, instilled in me a love and appreciation for journalism and storytelling from a young age. And my ability to get by in Arabic, enabled my mother and my years in Middle East has seen me succeed in my work – both as the Beirut correspondent for *The Daily Telegraph* between 2005–2007 and as broadcast producer, fixer and onscreen presence for American chef and TV personality Anthony Bourdain on his three documentaries in the city (2006, 2010 & 2015).

## EXPERIENCE

### A MAGAZINE / AĪSHI (BEIRUT)

*Dec 2015 – July 2017*

#### Editorial Director & Editor-in-Chief

##### Responsibilities

- Conceiving and implementing print and digital relaunch of premium luxury fashion/shopping/travel/lifestyle magazine in the Middle East
- Hiring and managing staff,
- Budget management and commercial crossover
- Building strong internal/external stakeholder relationships
- Design oversight
- Leading digital/social media strategy and SEO-led content

##### Achievements

- Relaunched print product in just three months
- Increased print circulation from 3,000 to 6,000 copies with first issue
- Cut editorial costs while maintaining quality
- Launched effective social media Instagram campaign, increasing followers to 64.5k
- Built new and effective high end advertising relationships with high impact brands

### ULTRAVILLA

*May 2015 – Dec 2015*

#### Editorial Director

##### Responsibilities

- Create & implement new editorial travel platform and design for startup luxury villa travel consultancy UltraVilla ([ultravilla.com](http://ultravilla.com))
- Manage SEO/keywords/editorial/social media optimisation
- Liaise with villa clients to create specialist commercially driven content

##### Achievements

- Achieved maximum impact on website launch with 500 page views per day from start
- Luxury travel market editorial directly increased to sales inquiries

### INK GLOBAL / LET'S GO WITH RYANAIR

*Jan 2007 – Feb 2015*

#### Editor and Co-Publisher

##### Responsibilities

- Editing, conceiving and strategising travel editorial for biggest monthly inflight travel magazine in Europe for Ryanair.
- Managing relationships between all stakeholders – client (Ryanair), company (Ink), sales team, tourist boards, PRs and audience – to build success
- Leading editorial team (art director, designers, freelancers) and directing commercial team, and production team.

##### Achievements

- Shortlisted 2008 BSME awards for Best Customer Magazine
- Winner Best Designer award for new launch 2008 at Magazine Design Awards
- Launched publication with 200,000 monthly print run in 2008, increased to 450,000 by 2015 reaching 4m-strong monthly audience
- Number of published features winning travel writing awards: 4
- Increased advertising profits via successful travel editorial
- Shot & edited travel calendar video for Ryanair for charity campaign

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### BROADCAST

Extensive appearances as Anthony Bourdain's fixer and guide (producer credits) on three of Anthony Bourdain's travel programmes about the Lebanese capital for The Travel Channel and CNN: *No Reservations – Beirut* (2006), *No Reservations – Back to Beirut* (2010), *Parts Unknown with Anthony Bourdain - Beirut* (2015)

### ARTICLES PUBLISHED IN...

- *Condé Nast Traveller US*
- *The FT Magazine*
- *The Guardian*
- *Tank*
- *The Independent*
- *The IHT*
- *Canvas*
- *Esquire*
- *Bidoun*
- *Bespoke*
- *Time Out*
- *BA Highlife*
- *Voyager*
- *Impressions*
- *J Magazine*
- *American Way*
- *The National*
- *New York Magazine*

### PERSONAL CHARACTERISTICS

Passionate, Creative, Ambitious, Driven, Positive, Networker, Curious, Outgoing, Engaged, Reliable, Flexible, Team Player

### INTERESTS

- Music
- Travel
- Cycling
- Yoga
- Photography

### VOLUNTARY/CHARITY

Highgate Christmas homeless shelter volunteer; Storyteller for Lighthouse Relief fundraising events; Completed London-Brighton 100km Action Challenge walk (2014) for cancer charity

### TIME OUT BEIRUT

*Dec 2006 – Dec 2007*

#### Founding Editor and Editor-in-Chief

##### Responsibilities

- Hire, manage and lead editorial team, freelancers
- Create and conceive template and editorial strategy and vision for first monthly entertainment magazine of its kind in Lebanon's capital
- Write, edit copy across publication and online
- Build relationships with key editorial partners in travel, theatre, music, film, food & drink

##### Achievements

- Conceived/produced first ever 'Sex' issue in Beirut, selling out 10,000 copies in two weeks
- Became leading listings and entertainment print magazine after just two issues
- Created new advertising market. Immediate impact, increasing revenues 100% after 4 issues
- Launched out Time Out Beirut Kids publication, selling 4000 copies in single month

### THE TELEGRAPH

*Jan 2005 – Jan 2007*

#### Beirut Correspondent

##### Responsibilities

- Cover breaking news, on-call reporter
- Contribute to leader writer columns

##### Achievements

- On scene breaking story of PM Rafic Hariri's assassination in 2005
- Reported Danish embassy arson attack after publication of Mohammed cartoons
- Covered extreme situations as conflict reporter during July-August 2006 Lebanon war
- Front foreign news pages byline

### THE DAILY STAR (BEIRUT)

*Sep 2001– Dec 2005*

#### Arts & Culture Editor

##### Responsibilities

- Commission, write, edit all arts & culture stories for best selling daily English paper
- Manage desk of three reporters

##### Achievements

- Delivered daily stories across news/business/culture beats
- Went from cub-reporter to features editor withing 18 months
- Landed huge-name exclusive interviews including Placido Domingo & Gilberto Gil

## FREELANCE ROLES

### 71% THE SUPERYACHT LIFE MAGAZINE / SYL.COM

*Apr 2015 – ongoing*

#### Contributing Editor

##### Responsibilities

- Idea generator, travel feature writing, profile interview writing. Travel, luxury, lifestyle

##### Achievements

- Arranged luxury trips to Sea of Cortez, Goa, Porquerolles with PRs for publication
- Strategised new online editorial platform launched in October

### THE SOUNDER

*Aug 2017 – ongoing*

#### Creator & Editor of The Sounder online cultural magazine

##### Responsibilities

- Concept, creation, management, web design, commissioning of monthly digital cultural magazine for independent Beirut art bookshop Papercup ([papercupstore.com/the-sounder](http://papercupstore.com/the-sounder))

##### Achievements

- Built subscriber list of 2000 among international publishers, artists and influencers
- Online success has pushed forward plan for print publication bucking market trends

### GERSON LEHRMAN GROUP (GLC)

*Oct 2016 – ongoing*

#### Freelance Professional Consultant in Travel Publishing

- Consulting on commercial aspects of editorial for travel publications

### VARIETY

*Jan 2010 – July 2011*

#### Middle East Film Industry correspondent

- Covering Middle East and the Gulf developments in film business, funding & festivals for premiere Hollywood film industry bible in print and online