

SHE'S
electric



MEET

JO ELVIN

Editor & Broadcaster

#shesunstoppable



JO IN THREE WORDS

Curious

Driven

Generous

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**“I never let the
disappointments phase
me. And honestly, if you
keep a smile on your face
and **just keep going**, it
does end up making
things positive.”**



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WHAT DRIVES YOUR PASSION & PURPOSE?

“I really get excited by meeting new people and finding out how we can be useful to each other...so, the short answer is **human connection”**

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WHAT'S ONE OF THE BIGGEST CHALLENGES YOU'VE FACED?

“When I **got made redundant** from Glamour magazine in 2017, it was a bit of a hit to the solar plexus. But I’m really glad I went through it, as it really taught me about **not fusing my whole identity to what I do.**”

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WHO HAS INSPIRED YOU?

**“When I was a kid,
Madonna was the first
unapologetically ambitious
woman who was held up as
a role model.”**

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WHO WOULD YOU NOMINATE AS UNSTOPPABLE?

“I’ve got so many unstoppable women in my life including, my friends **Donna Ida**, the **Jean Queen**; **Sarah Standing** author and journalist and **Kelly Hoppen**, interior designer and force of nature.”

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