



Emily Yost
Marketing Director for Red Hat Society

Emily Yost has worked in marketing and sales for nearly 20 years helping entertainment professionals and corporations build strong successful brands. Yost received her BA from Winthrop University in South Carolina. After graduation, Yost was approached by MTV to move to Los Angeles and work production. She began her career in Los Angeles working for the mega network in the casting department. From there, she navigated her way through several other production companies until she landed at AIA Actor's Studio (www.aiastudios.com) where she spent 8½ years building the business and promoting the Studio worldwide. Emily was responsible for bringing known celebrities to the Studio to educate her students. Some of those industry professionals include: Kevin Costner, Jason Alexander, Billy Bob Thornton, Michael Bay, Henry Winkler, Lou Diamond Phillips, Wes Craven and so many others.

Yost opened her own marketing and consulting firm, "E Yost Consulting" where she has empowered businesses with strategies and the tools necessary to reach their revenue goals. She is responsible for taking products to the Golden Globe Gift Suites and the Oscars Gift Suites where the products were gifted to celebrities. Her products have appeared on major cable networks, in addition to being featured in magazines and newspapers worldwide.

In March 2010, Emily received Congressional recognition by California Congresswoman, Loretta Sanchez, for her contribution to the City of Fullerton in the area of "Business." In June of 2010, Yost was recruited from her own company to lead the marketing and public relations efforts as Marketing Director for the largest women's social organization in the world, The Red Hat Society.