



# Jane Shortall

## Choreographer

Jane trained and worked as a choreographer/presenter in the USA and Europe. She has choreographed and featured in numerous commercials, live and televised promotions, music videos, TV and fashion shows. She has worked with celebrities such as Westlife, Boyzone, Mytown, Samantha Mumba, Whitney Houston, Shania twain, the Corrs, Gavin Friday, Paula Cole and Angeline Ball and directors Larry Jordan, Gary Gray, Caitlin Felton, Steve Buscemi, Dave Myers, Nigel Dick, Lenny Abrahamson, Nigel Dick, Lenny Abrahamson and Kabir Kahn.

Jane is the innovator of street style dance in Ireland and the founder of "Dance Blitz", a high profiled sponsored dance event featuring Dance Master Classes taught by top US choreographers. The aim of Dance Blitz is to inspire Dance enthusiasts of all ages and levels to learn how to dance in all styles. The most recent event was sponsored by Champion Sports and featured all the dancers and principal choreographer Marty Kudelka on the Justin Timberlake 'Future Sex Love' tour. Since 2008, Jane has hosted high profiled twice yearly Dance Fusion showcases to promote dancers and choreographers based in Ireland. In October 2011, Jane worked on the first ever Bollywood feature film in Ireland.

Jane was selected to be the spokeswoman for Nike dance clothing for 2 consecutive years in Ireland. She has recently launched her own agency to create more opportunities for dancers here in Ireland

## Credits

March 2010 Riverdance Youtube skit to welcome the Queen of England. Paddy Power Bookmakers.

May 2010 Tommy Hilfiger Spring fashion show

June 2010: Hibernian TV commercial

December 2010: Abbots X factor staff team building

June 2011: Captain Morgan Dance flashmob. Oxegen festival. Verve marketing

August 2011: Smirnoff Nightlife Exchange program. Madonna launch. Ogilvy

September 2011: Aware charity. Bollywood flashmob

October 2011: Bollywood feature film 'Ek Tha Tiger. Director, Kabir Kahn

October 2011: Diageo staff team building day out 'X factor'

November 2011: Apple Green staff team building day out 'X factor'

December 2011 Google Xmas party. Dance performance. Verve marketing

December 2011 Xmas Party Dance entertainment Bacstroke events

December 2011:European Commission Anti-smoking Dance Flashmob

December 2011:Dublin Airport Authority. Dance flashmob Terminal 1&2. Cawley & Nea

## TV PRODUCTIONS

You're a Star	Reality TV Show (RTE)	Shinawil 2008
DanceHouse Launch Dance Event	(RTE)	Nationwide 2008
MTV	Super Sweet 16	MTV UK 2009
TV 3	Dance demo/interviews	TV 3 2009
RTE	Dance slot on Kazoo	Sept-Dec 2010
RTE	Dance mentor on Ice	January 2010
RTE	Dance Judge on Super Crew	June-Dec 2010
RTE	Dance choreographer on Elev8	May 2011

## MARKETING/ADVERTISING//PR

Fashion Show	UCD (RDS) sponsored by Nike	Sheila Campbell PR 2007
Rugby Six Nations	Kellogs Promotion	McConnells Advertising Agency 2007
Nike Spokes Person	Nike Dance Wear Launch	Drury Communications 2006/2007
BT2	Winter Collection Fashion Show	BT2 Marketing & PR 2008
Vodafone	Team Building	Red Star PR 2004
El Paso	Product Promotion	Red Star PR 2004
School Competition	AIB	Real Event Solutions PR 2004/2005
Smirnoff Ice	Product Launch	Fleishman Hill & Saunders 2004
Pretty Polly	In Store Commercial	Fleishman Hill & Saunders 2004
Kellogs Nutri grain	Rugby International	Mc Connells Advertising 2010
Smirnoff/Mtv	Dance Flashmob. Wright Venue	Euroevents November 2010
Abbots/Diageo/Vodafone	Staff Team building through dance	November 2011
Dominos Pizza	Levi Roots Pizza launch	Sonia Harris PR April 2011
Tommy Hilfiger	Dance Fashion show spring wear	Rebecca Burrell Marketing April 2011
Changing of the guard	Welcoming of the Queen	Paddy Power April 2011
Smirnoff	Dance flashmob.Antrim	Euro events April 2011

## SPONSORED EVENTS

VHI Healthcare	Dance Blitz	ponsored event for 3 years 2004/2007
Justin Timberlake	Dance Event in Tripod	Champion Sports/FHS 2008
Swing Dance	Dance Event Weekend	Guinness (Wilson Hartnell PR) 2003
O <sub>2</sub>	Kylie Minoque at The Point	O <sub>2</sub>
L'Oreal	Hair Show	L'Oreal Hair Show in London
Champion Sports	Dance Fusion	Tripod 2010

## TV SHOWS

RTE. Dance slot on the Den. Kazoo 2010
RTE Dance mentor on Ice 2010
RTE Dance Judge on Super Crew 2010
RTE Dance choreographer on Elev8 2011

## TV COMMERCIALS

Halifax  
Meteor  
Budweiser  
Carlsberg  
Superclub  
Club Orange  
Banco Di Napoli  
Super Sweet 16  
Hibernian Health

TV Commercial  
TV Commercial  
TV Commercial  
TV Commercial  
TV Commercial  
TV Commercial  
TV Commercial  
MTV show  
TV Commercial

QMP Publicis  
Russell Avis Production  
Irish International BBDO  
Leonard Abrahamson  
Red Rage Films  
Nomad  
Rocket  
MTV UK  
Russell Curran productions

## CELEBRITIES

The Corrs  
Mytown  
Christina Aguilera  
Samantha Mumba  
Shania Twain  
Whitney Houston  
Starsky & Hutch  
Gavin Friday

“Angel”  
“Party Song”  
“Fighter” Single Promotion  
Reebok Promotion  
“Don’t be Stupid”  
“I Believe in You”  
Movie Premier  
Album Launch

Nigel Dick  
Dave Myers  
BMG Records  
Emma Kelly PR  
Larry Jordan  
Gary Gray  
Buena Vista Dublin & London  
Gavin Friday