

VINEETHA MENON EPHGRAVE

Content | Communications

Over a decade of media, communications and publishing experience, with a wide range of specialisations across lifestyle, business, technology and digital sectors.



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EDUCATION

Masters in New Media and Society,
University of Leicester, 2011

Bachelors (Hons) in Computing,
University of Portsmouth, 2006

Advanced Diploma in IT, City &
Guilds, 2004

SKILLS

SEO & ANALYTICS

DIGITAL APTITUDE

CMS SYSTEMS

ADOBE INDESIGN

ADOBE PHOTOSHOP

EXPERTISE

BRANDED CONTENT

COPYWRITING

PUBLISHED AUTHOR

CONTENT STRATEGIST

SOCIAL MEDIA

EXPERIENCE

FREELANCE COPYWRITER AND CONSULTANT

- Senior-level freelance content strategist, copywriter and editor for various organisations.
- Clients include Dubai Tourism, Impact BBDO, JetClass, Bateel and Saudi Seasons.

JULY 2018
TILL
PRESENT

CONTENT EDITOR AT DUBAI TOURISM

- Content lead and brand copywriter at Dubai Tourism, contracted through various agencies over the years, including Sydney's Bauer Media and Dubai's Impact BBDO.
- Currently responsible for content strategy and editorial delivery for *VisitDubai.com* on a freelance basis, while assisting Brand, Social and PR departments on key creative projects.
- Also responsible for approval of Dubai Tourism content used by third-party partners, such as Emirates ICE, TripAdvisor, travel agencies, and more.
- Worked full-time for Dubai Tourism in the past, leading a core team of translators, designers and writers for select national campaigns.

JULY 2017
TILL
PRESENT

SENIOR EDITOR AT NPI MEDIA

- Lead client liaison in Dubai for custom content and creative editorial-led operations, such as magazines for *Anantara Hotels, Resorts & Spas* and *Rotana Hotels*, as well as annual 2017 business guides for the *Singapore Tourism Board* and *Saudi Arabia Tourism Board*.
- Responsible for planning, managing and writing content across the entire *Concierge* portfolio of visitor lifestyle magazines – Dubai, Abu Dhabi, Arabic, Russian and Mandarin.
- Launch team for *myconcierge.com* – assisting with content creation and strategy.
- On a regular basis, I worked with multiple teams of translators, designers and writers for various projects, identified strategic opportunities and represented the company at key events.

2014 TILL
2017

EDITOR AT MEDIAQUEST

- Wrote and managed content for in-house luxury lifestyle magazine, *Aficionado*.
- Was also responsible for leading a creative redesign of the print title, and helped launch the official *Aficionado* website and related apps.
- Editorial lead and client liaison for the Beirut-based company's flagship titles – *Dubai Calendar* for Dubai Tourism and *Mercedes-Benz Middle East*.

2012 TILL
2014

ASSISTANT EDITOR AT TIME OUT / ITP MEDIA

- Helped manage *Time Out Group's* Middle East's portfolio of guides and supplements.
- Assisted on the weekly *Time Out* print magazine across a wide range of specialisations, while also working closely with the digital team.
- Originally appointed as a technology editor at ITP, contributing tech-related columns for *ArabianBusiness.com*

2008 TILL
2012

WRITER AT INSIGNIA

- Worked with the Dubai agency's clients on content-led solutions, including writing marketing-led children's book for Jumeirah Group – *Princess Farah and the Legend of Madinat Jumeirah*.
- Launched and edited youth-oriented lifestyle magazine *THINK*.

2005 TILL
2008