

# Vineetha Ephgrave

UK, EU & UAE Residency | [vm@vineethaephgrave.com](mailto:vm@vineethaephgrave.com) | [LinkedIn](#) | [Website](#)

Creative leader with 12+ years of experience shaping brand narratives, leading editorial teams, and driving impactful strategies. Expertise in content and brand marketing and fostering collaboration to deliver innovative, results-driven solutions.

## Work Experience

### **Brand Experience & Brand Management Consultant – MEA APAC**

*Accor Group* | Remote, Portugal | 2025 – Present

- Driving brand communication initiatives across the Middle East, Africa, and Asia-Pacific regions, ensuring consistency and impactful storytelling.
- Managing internal and external content and communication projects across Premium, Midscale & Economy brands — from campaign decks and partner materials to global newsletters — in collaboration with cross-functional stakeholders and design agencies.

### **Content Director**

*Soneva* | Remote, Worldwide | 2022 – 2025

- Led content strategy for a pioneering hospitality company, ensuring alignment with brand values while enhancing its global positioning in luxury, wellness and sustainability.
- Based in Dubai and Porto, I managed a remote content team across Asia, the Middle East and Europe, driving collaborative success across multiple regions.
- Achieved a 15% increase in organic website reach within a year, maintained creative consistency by developing brand and style guides and led successful cross-functional collaboration to deliver high-quality content and campaigns.

### **Content Lead**

*Dubai Tourism* | Dubai, UAE | 2017 – 2022

- Led editorial strategy and content for VisitDubai.com, ensuring accuracy and quality.
- Collaborated with Brand, Social and PR departments for strategic projects and campaigns to promote Dubai as a global destination.
- Directed a team to maintain and enhance government entity's brand standards.

### **Senior Editor**

*NPI Media* | Dubai, UAE | 2014 – 2017

- Edited the Concierge portfolio of luxury lifestyle magazines, including custom guides for Anantara Hotels, Rotana Hotels, the Singapore Tourism Board and Saudi Tourism Authority.
- Launched myconcierge.com, a luxury lifestyle digital platform.
- Led varied editorial and creative brand projects.

### **Editor**

*Mediaquest* | Dubai, UAE | 2012 – 2014

- Editor of the Aficionado luxury lifestyle magazine and website.
- Editorial lead and client liaison for the company's flagship titles, including Dubai Calendar digest for Dubai Tourism and the Mercedes-Benz Middle East magazine.

## **Assistant Editor**

*ITP Media Group* | Dubai, UAE | 2008 – 2012

- Managed Time Out Middle East's guides and supplements while writing and editing print and online content across travel, food and culture.
- Originally appointed as a technology editor at ITP, contributing tech-related content for ITP.net and ArabianBusiness.com.

## **Writer**

*Insignia* | Dubai, UAE | 2005 – 2008

- Worked on the agency's content-led projects and authored the children's book 'Princess Farah and the Legend of Madinat Jumeirah'.
- Launched and edited the youth-oriented lifestyle magazine, TH!NK.

## **Editorial Assistant & Writer**

*ADA International Publishing* | Dubai, UAE | 2004 – 2005

- Acted as a liaison between the editorial team and local PR and marketing agencies for in-house titles like Hospitality, CLEANBowled and F1i Magazine.  
Wrote luxury lifestyle articles for Hospitality, the company's flagship title.

## **Education & Certifications**

Cannes Lions Nano-MBA on AI for Marketers – *42courses, 2025*

Certified Digital Marketing Professional – *Digital Marketing Institute, 2022*

Master of Arts in New Media and Society – *University of Leicester, 2011*

Bachelor of Science (Hons) in Computing – *University of Portsmouth, 2006*

Advanced Diploma in IT – *City & Guilds, 2004*

## **Key Skills**

**Professional:** Editorial Leadership, Team Management, Cross-Functional Collaboration, SEO & Content Marketing, Brand Positioning, Storytelling, Digital Marketing, Global Strategy, Generative AI

**Technical:** Adobe Creative Suite, Process Automation and AI, Google Analytics, CMS Systems including Sitecore, Joomla and WordPress, Project Management Software, Basic HTML, Prompt Engineering

## **Community & Interests**

**Founding Team Member:** Crunchmoms, a private network empowering women in the Middle East.

**Lifestyle & Innovation Enthusiast:** Passionate about cultural exploration through food and travel, mindfulness and the intersection of emerging technologies with societal impact.