



VINEETHA MENON EPHGRAVE

Content | Creative | Communications



EXPERIENCE

CONTENT DIRECTOR AT SONEVA

2022 - PRESENT

- Overseeing marketing, brand and resort content and collateral for the award-winning luxury hospitality company.
- Responsible for producing high-quality deliverables across varied platforms and purposes with a team of writers and designers.
- Conceptualise and implement creative campaigns that support brand marketing, sales, public relations and digital functions.

CONTENT LEAD AT DUBAI TOURISM

2017 – 2022

- Seconded editorial lead and brand copywriter at Dubai Tourism, contracted by various agencies over the years, including Sydney's Bauer Media and Dubai's Impact BBDO.
- Responsible for editorial strategy and content for VisitDubai.com
- Assisting Brand, Social and PR departments on creative projects.

SENIOR EDITOR AT NPI MEDIA

2014 – 2017

- Lead liaison for branded content for key clients, including consumer magazines and guides for Anantara Hotels, Resorts & Spas, Rotana Hotels, Singapore Tourism Board and Saudi Arabia Tourism Board.
- Editor of the Concierge portfolio of luxury lifestyle magazines and helped launch myconcierge.com.

EDITOR AT MEDIAQUEST

2012 – 2014

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

ASSISTANT EDITOR AT ITP MEDIA GROUP

2008 – 2012

- Managed Time Out Middle East's guides and supplements, while also assisting on the weekly Time Out print magazine and websites.
- Originally appointed as a technology editor at ITP, contributing tech-related content for ITP.net and ArabianBusiness.com.

WRITER AT INSIGNIA

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 youth-oriented lifestyle magazine TH!NK.



PORTFOLIO

vineethaephgrave.com

Click to see select editorial and creative samples and client testimonials



EDUCATION

Certified Digital Marketing Professional,
Digital Marketing Institute, 2022

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



EXPER TISE

Digital Marketing
Branded Content
Published Author
Creative Storytelling
Search Engine Optimisation
Google Analytics & A/B Testing
HTML Fundamentals
Sitecore & Wordpress CMS
Adobe Creative Suite



INTERESTS

I enjoy food, travel and meditation. I'm also a founding team member at Crunchemoms, the private women's network in the Middle East.



CONTACT

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