



# VINEETHA MENON EPHGRAVE

*A creative leader elevating global brands*



## EXPERIENCE

### CONTENT DIRECTOR AT SONEVA

2022 - PRESENT

- Led content strategy for the pioneering luxury hospitality company, ensuring alignment with brand values and global luxury positioning across all platforms.
- Managed a diverse content team remotely, optimising creative output and ensuring editorial consistency by creating brand and style guides.
- Reporting to the Marketing Director, collaborated with cross-functional teams to deliver high-quality content and marketing campaigns and collateral.

### CONTENT LEAD AT DUBAI TOURISM

2017 – 2022

- Led editorial strategy and content for VisitDubai.com, ensuring accuracy and quality for all deliverables.
- 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 the government entity's brand standards, tone and style.

### SENIOR EDITOR AT NPI MEDIA

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 AT MEDIAQUEST

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 AT ITP MEDIA GROUP

2008 – 2012

- Managed Time Out Middle East's guides and supplements, while also enhancing 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 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](http://vineethaephgrave.com)

Click to view samples and 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



## EXPERTISE

- Copyediting & Proofreading
- Digital Marketing
- Brand Content & Style Guides
- Creative Storytelling
- Fact-Checking & Accuracy
- Search Engine Optimisation
- Google Analytics & A/B Testing
- HTML Fundamentals
- Sitecore & WordPress CMS
- Adobe Creative Suite
- Artificial Intelligence Tools



## INTERESTS

Food, travel and meditation. Founding team member of Crunchmoms, a private women's network in the Middle East.



## CONTACT

Email: [vm@vineethaephgrave.com](mailto:vm@vineethaephgrave.com)

LinkedIn: [linkedin.com/in/vineetham](https://www.linkedin.com/in/vineetham)

Locations: Portugal / UAE