

Charlotte Lahej

Design & Marketing Strategist and Creative Director

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Personal Bio

I am a creatively-driven design and marketing professional with a strong agency background in branding and marketing strategy. Solid experience in Real Estate, F&B, Hospitality, Interior Design and Tech Security.

I have over 20 years professional experience, largely within Client Services and Creative Direction. I love collaborating with other creative industry professionals, overseeing high-level design briefs and creating award-winning concepts.

My valuable in-house marketing knowledge and post-grad means I can confidently run cross-platform marketing plans, deliver digital marketing campaigns, and develop brand strategies on budget and inline with wider business goals.

Educated to Masters Degree level in Marketing and Advertising, I thrive on a combination of strategy and creative intelligence. I am also a qualified graphic designer, and have worked as an editor and copywriter on multiple B2B and B2C campaigns in the UK and the UAE.

International Clients

The Ivy Restaurant & Caprice Holdings

Jumeirah Restaurants Group and

Jumeirah Golf Estates

One&Only Hotels & Residences

Emirates Group Brands (DNATA)

Dubai World Tour Championships

(European Tour Golf)

MTV Europe

Swarovski Crystals (UAE)

Rolex (Seddioui & Sons)

Work

Freelance (UK)

2022 - Present

Marketing & Design Consultant

Anna Mills Interior Design @annamillsinteriors

- Website development, content and copywriting for Edinburgh's top luxury residential interior brand.
- Onboarding photographers and directing shoots.
- Liasing with trade press securing front page cover story in 'Homes & Interiors Scotland' April 2024.

The Kent Food Fest @foodfestkent

- Marketing strategy, brand relaunch, social media content, web design & PR for Kent's largest street food & music festival, with over 2k attendees in 2023.

Flume Marketing

- Assisted in creative direction, marketing strategy and project management for Dubai's leading Tech Marketing Agency
- Running multilingual social media ads and producing digital marketing collateral for clients including Amazon Web Services.

overwrite.ai (UK)

2020 - 2023 (3 years)

Marketing & PR Manager

*Dubai's first Generative AI PropTech Startup
(certified by NVIDIA Mentorship Programme)*

- Established the brand as Dubai's pioneering Generative AI PropTech SAAS platform.
- Successfully grew customer base through sustained email and PR campaigns using CMS and CRMS.
- Developed a regional network of brand partners, ambassadors and a loyal customer base.
- Planned and executed all email marketing, managing customer database and writing weekly blog.
- Managed all PR and events / trade shows such as Step Conference and AI Everything

Espace.ae (UAE)

2017 - 2018 (1 year 6 months)

Marketing Director

Dubai's No.1 Real Estate Brokerage

- Successfully lead the company rebrand, developed new brand guidelines and managed new website launch and brand rollout.
- Ran Facebook ads for feature property listings.
- Directed and produced video marketing campaigns showcasing Dubai's best homes, managing shoots (drone and 360) and writing scripts.
- Headed up a marketing team comprising web designers/developers, graphic designers and marketing execs.
- Edited and produced largescale quarterly property magazine.

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Design & Marketing Strategist and Creative Director

Professional Skills

Design: Brand identity • Graphic design • Motion graphics • Creative Direction • Web design and build • WordPress • CMS • Creative direction Media and Print Management • Merchandise

Leadership: Confident speaker • Board level presentation skills • Pitch document preparation Project management • Seed Round / Fund Raising Business development • Partnerships / stakeholder management

Marketing: Marketing and Brand strategy Brand guidelines • Content marketing • Social media strategy • Copywriting and Editing • Generative AI • PR and Media Relations • Market Research • Blogs / Editorial

Software Skills

Team Management: Asana, Clickup, Microsoft Teams

CRM / Email Marketing: Trevo (SendinBlue), Mailchimp

Graphic Design: Adobe AI, Adobe Indesign, Canva, Movavi (video editing)

Social Media: Oktopost, Later.com, Hootsuite

Education

MA (Post Grad) Marketing & Advertising
University of Leeds Business School
2001-2002

BA (Under Grad) Sociology
Newcastle University
1997-2001

Diploma in Graphic Design
Middlesex University / SAE Institute, Dubai
2010

CIM Chartered Institute of Marketing
2002

Work (Continued)

Flume Marketing (UAE)

2017 - 2018 (1.5 years)

Account & Creative Director

Leading Tech Security Marketing Agency

- Liaising with regional publishing houses and tech portals.
- Running digital lead generation campaigns and paid multi-lingual social media campaigns (LinkedIn, Twitter).
- Media buying, social media design and event management for global Tech events including GITEX Global.

North55 (UAE)

2008 - 2015 (6 years)

Account Director

Award-Winning Independent Creative Agency

- Management and roll out of high-end branding campaigns from identity design to extensive brand guidelines and websites.
- ATL (cinema and radio) and BTL (print) advertising
- Interpreting briefs, costing and onboarding high-end photographers, videographers and illustrators.
- Web development and project management including CMS and Wordpress.
- Management of full creative process and production across print and digital.

BDaily (Formerly the B Group)

2006- 2008 (18 months)

Account Manager

Independent North East multimedia publisher (formerly Design and PR Agency)

- Managed a range of clients for the UK's leading digital-first, national business news platform.
- Supported the development and execution of brand identities and website campaigns, running photoshoots and production of printed collateral.

Adessi PR

Account Executive

2003- 2006 (4 years)

North East PR agency (famous for breaking Guinness World Record for Furthest Indian Takeaway delivery (Sydney Australia to Newcastle Upon Tyne)

- *Planning PR campaigns and writing press releases.*
- *Coordinating photoshoots and press events.*