

Charlotte Lahej

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SENIOR MARKETING PROFESSIONAL AND PROJECT MANAGER

Creatively-driven senior marketing professional with 20+ years' experience in strategy, communications, and project leadership across sport, F&B, hospitality, and real estate. Master's graduate from the UK's leading business school, with a proven track record of delivering results, driving efficiency, and leading cross-functional teams for some of the world's best-known brands. Now seeking a marketing management or strategy-focused role.

CORE COMPETENCIES

Marketing and Brand strategy	Campaign Management	Graphic Design and Art Direction
Brand Development and Guidelines	Content Marketing	Web Design and Word Press development
PR and Media Relations	Email Marketing / CRM	Social Media Management / Paid media
Digital Marketing	Copywriting and Editorial	Partnerships / stakeholder management

PROFESSIONAL EXPERIENCE

TWELTHMAN.CO

Senior Client Services & Strategy

Nov 2024 - Present

Drove high-profile brand and marketing initiatives for global sports clients:

- Managed key accounts for blue-chip sports brands, ensuring top-tier delivery and strategic alignment
- Led client services for Formula 1 Arcade's new brand guidelines, covering identity, visual language, photography, and motion graphics
- Supported agency growth with targeted marketing strategy to expand into new verticals and broader markets

OVERWRITE.AI

Head of Marketing

Jan 2020 - Aug 2023

Pioneered brand growth for Dubai's first Generative AI-powered Proptech SAAS platform (certified by NVIDIA Mentorship Programme):

- Built brand authority through targeted PR, email marketing, and weekly blog content
- Grew customer base and engagement via CRM-driven campaigns and strategic partnerships
- Led marketing presence at major events, securing valuable exposure and brand investment opportunity

ANNA MILLS INTERIOR DESIGN

Marketing and PR Manager

July 2019 - Nov 2024

Contributed to brand visibility and editorial success in Scotland's high-end interiors market:

- Led website development, content creation, and all brand copywriting
- Directed photographer onboarding and creative production for campaign shoots
- Secured front-page cover story in Homes & Interiors Scotland (April 2024) through strategic press outreach

ESPACE.AE

Head of Marketing

Feb 2018 - September 2019

Head of Marketing for Dubai's leading Real Estate Brokerage, leading end-to-end brand and marketing transformation:

- Directed a full company rebrand including new brand guidelines, website launch, and rollout
- Produced high-impact video marketing campaigns featuring Dubai's top properties (drone, 360, scripting & direction)
- Ran targeted Facebook ads for featured listings and edited the company's flagship quarterly property magazine
- Managed a multidisciplinary in-house team of designers, developers, and marketing executives

NORTH55.COM

Account Director

July 2008 - Jan 2015

Led full-spectrum creative delivery at an award-winning independent agency in Dubai:

- Directed branding campaigns from concept through to digital and print execution for brands including One&Only hotels, The Ivy, Jamie Oliver, Dubai World Tour Championship Golf, Emirates Airlines and Bacardi Martini.
- Managed web development projects including CMS and WordPress builds
- Oversaw creative production across ATL and BTL campaigns to deliver high-impact results for many blue chip clients
- Directed creative production, onboarding photographers, illustrators, Voice over artists and animators

EDUCATION & CERTIFICATIONS

Leeds Business School | 2000-2001
Master of Arts (Post Grad) in Marketing & Advertising

Newcastle University | 1997-2000
Bachelor of Arts in Sociology & Social Policy (2:1)

University of Middlesex (SAE Institute) Dubai | 2015
Diploma in Graphic Design

SOFTWARE SKILLS

Team Management: Asana, Clickup, Microsoft Teams
CRM / Email Marketing: Trevo, Mailchimp
Graphic Design: Adobe AI, Adobe Indesign, Canva
Social Media Management: Later, Hootsuite, Oktopost

For examples of my work and references go to www.charlotte.lahej.com