

Charlotte Lahej

For examples of my client campaign work and references visit www.charlotte.lahej.com

+44-7944-520423 · charlotte.lahej@gmail.com · www.charlottelahej.com · London Commute / Sevenoaks, Kent, UK

SENIOR MARKETING AND PROJECT DIRECTOR

Creatively-driven senior marketing professional with 20+ years' in house and creative agency experience in strategy, communications, campaign management 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 / project director or marketing strategy-focused role with a creative edge.

CORE COMPETENCIES

Marketing Strategy

Brand Development & Guidelines

PR & Media Relations

Campaign Management

Content Marketing

Digital Marketing / Web CMS

Email Marketing / CRM

Copywriting and Editorial

Stakeholder Management

PROFESSIONAL EXPERIENCE

WORLD SPORTS PHOTOGRAPHY AWARDS

Marketing and Projects Director

August 2025 - Present

Overseeing global initiatives, partnerships, and operations for the World Sports Photography Awards, driving commercial growth, brand development, and day-to-day performance:

- Leading delivery of projects and partnerships with global sponsors, sports federations, and strategic partners, including Canon as official imaging partner
- Directing marketing, digital, operations, and commercial functions to ensure aligned strategy and brand execution
- Streamlining workflows across the team and external platforms to enhance efficiency and achieve key objectives for growth

TWELTHMAN.CO

Project Director

Nov 2024 - Present

Driving high-profile brand development projects for leading sports creative agency:

- Supporting agency growth through development of a targeted marketing strategy with the aim of expanding into new verticals and broader markets
- Managing 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 (incl. identity, tone voice, photography motion graphics)

OVERWRITE.AI

Head of Marketing

Jan 2020 - Aug 2023

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

- Led a 360 B2B marketing communications campaign centered around a Generative AI SAAS Platform Product (Pre-ChatGPT), communicating the benefits of AI in driving efficiency within a B2B market place.
- Built brand authority through targeted PR, email marketing, and weekly blog content around Generative AI
- Grew customer base and engagement via CRM-driven campaigns and strategic partnerships
- Led marketing presence at major events, securing valuable exposure and startup 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

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

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PROFESSIONAL EXPERIENCE

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 across office and car livery
- Produced high-impact video campaigns featuring Dubai's top properties (drone, 360, scripting, voiceover & 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, web developers, videographers and marketing executives

NORTH55.COM

Account Director

July 2008 - Jan 2016

Led full-spectrum creative delivery at an award-winning independent creative branding 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

CLIENTS

Formula 1 Arcade

UEFA Champions League

World Sports Photography Awards

Canon

Dubai World Tour Championship (DPWT Golf)

The Ivy Restaurant (Caprice Holdings)

Jumeirah Group

Bacardi Martini

One&Only Hotels & Residences

Swarovski Crystals

REFERENCES

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