



AISHA VICTORIA DEEB

ENGLISH CONTENT LEAD



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Email

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Location

Dubai, UAE

PORTFOLIO

www.clippings.me/aishavictoriadeeb

EDUCATION

Bachelor of Communication in Journalism and Screen Production

Murdoch University, 2017

IMA Fashion / Photographic / Media Make-up Diploma

London College of Makeup, Dubai, 2014

Fashion with Textiles (FdA),

City and Islington College, London, 2013

Fashion Illustration and Design

ESMOD Fashion College, Dubai, 2012

SKILLS

- CONTENT STRATEGY
- TEAM MANAGEMENT
- COPYWRITING
- CREATIVE DIRECTION
- CUSTOMER RELATIONSHIP MANAGEMENT
- COMMUNICATION & COLLABORATION

PROFILE

A highly creative, detail-oriented writer with a passion for content creation and brand strategy. Over 9 years of experience in writing and creating content for online and print magazines, social media, e-commerce and news outlets. I have lead content across video creation, photoshoots, campaign management, blogs, film reviews, beauty and health articles, opinion pieces, press releases and more as well as working with brands such as MAC, Estée Lauder, adidas and Disney. I enjoy working independently as well as in an inspiring, collaborative setting.

WORK EXPERIENCE

Senior Content Manager

Namshi / 2020 - Present

- Content Manager across on-site, branding, offline and external, creative documentations and social media in all countries.
- Managing the content team, conceptualising and presenting campaigns and working alongside other creative teams including design and video to establish strong campaign identity.
- Leading monthly photoshoots, organising shot lists, creating moodboards, researching and benchmarking competitors and in model selection to coincide with on-set management.
- Conceptualising campaigns, communication strategies collaborating with freelancers and creating video storyboards
- Writing all the content for the monthly feeds, product listing pages, shop-in-shops, brand partnerships, blogs, landing pages.
- Establishing brand communications and working alongside top brands to create customised content.

Culture & Entertainment Writer

Mashable Middle East / 2019 - 2020

- Be constantly on the pulse of what is happening in the entertainment and culture world. Both locally and internationally.
- Write features, news stories and listicles, adhering to relevant and trending topics.
- Source local stories and talent for long- form and news articles.
- Editing and overseeing other team members article ideas as well as heading meetings to discuss upcoming projects.
- Attending film premieres and writing reviews.

ACHIEVEMENTS

First Place at Oxford University Press writing competition, Emirates Airline Festival of Literature.

Interviewed Director Leslee Udwin about her documentary 'India's Daughter.'

Invited to review films live on Dubai Eye radio station.

Lead make-up artist at Gulf Photo Plus competition.

REFERENCE

Armand Mehidri

Creative Director

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LANGUAGES

English

Native speaker

EXPERIENCE CONTINUED

Writer and Social Media Manager

Connector Magazine and Discover Dubai Magazine / 2017 - 2019

- Research and write 5-7 engaging stories a day for the Connector and Discover Dubai websites.
- Create content for Social Media channels (Facebook, Instagram, Twitter)
- Write features for the print magazine as well as restaurant reviews, listicles, spa reviews.
- Liaised with medical professionals, beauty experts and educational establishments to create informative pieces.
- Created the top viewed articles and increased the Instagram page followers by 300%.

Content Creator

Lovin' Dubai / 2016 - 2017

- Constantly be up to date with the latest local news, creating content for Dubai residents that is captivating, informed and relatable.
- Managing the website as well as social media pages and creating videos as well as photographs to illustrate stories.

Junior Assistant

Ahlan! Gourmet Magazine / 2015

- Writing features, restaurant reviews, recipes and news stories. Extensive research and consistent innovation.
- Styled and directed numerous photoshoots, including concept
- development and in store loans with Bloomingdales and Home Centre.

INTERESTS



Fashion



Beauty & Makeup



Film



Literature



Photography & Videography