

Oliver Ephgrave

UK National | UAE Golden Visa Holder | Email: ollyephgrave@gmail.com | Portfolio: oliverephgrave.com

Content, communications and marketing leader with 21 years of experience in Europe and the Middle East. Creating and directing compelling narratives for global hospitality, aviation, architecture and F&B brands, through senior in-house and agency roles.

Core Expertise

Multimedia Content Strategy | Brand Storytelling | Editorial Leadership | Creative Direction | Tone of Voice Ownership | SEO & Search Strategy | Crisis Communications | Strategic AI | CMS & Media Monitoring Tools | Cultural Intelligence (UK/MENA) | Thought Leadership

Work Experience

Global Head of Content

Crowd | Remote | 2023 – Present

- Copywriting and content lead for a 50+ global team, working across the agency's diverse portfolio, including fintech, construction, aviation, hospitality and retail clients.
- Creative communications for Middle East brands – from startups to government entities – including taglines, key messages, TOV guidelines, videos, ads, websites and SEO blogs.
- Crafted the messaging for Premier Inn's social ad campaign which resulted in a 262% uplift in booking revenue; shortlisted for Campaign of the Year at the 2025 Travolution Awards.
- Expertise in developing and submitting RFPs, award entries and strategic plans.

Senior Manager – Content Creation

Bateel International | Dubai, UAE | 2022 – 2023

- Responsible for all creative content and storytelling for gourmet retailer Bateel International and sister brands Café Bateel, Bateel Elan and Jomara.
- Led social media strategy and execution, video ideation and direction, website and blog content, press releases and all other B2B and B2C marketing collateral.
- Directed in-house team and external agencies to deliver brand material like photos, videos, brochures, product packaging and commercial presentations.
- Collaborated with culinary directors to develop seasonal menus and host media events.

Manager – Consumer Communications

Dubai Airports | Dubai, UAE | 2015 – 2022

- Responsible for brand tone of voice, messaging and designs across all Dubai Airports' channels, including website, app, magazine, social media and airport screens.
- Led multi-lingual crisis communications during a significant aviation incident.
- Launched and managed airport magazine *Time Out DXB* (second-largest global circulation) and blog *DestinationDXB.com*.
- Directed high-profile brand videos and spearheaded creative campaigns like 'Around the World in 18 Plates', boosting customer awareness and generating revenue.

Managing Editor

CPI Media Group | Dubai, UAE | 2014 – 2015

- Launch editor for new magazine *Middle East Consultant* on architecture and design.
- Responsible for all editorial content and opinion pieces, executed by a team of multi-national writers, designers, opinion leaders and freelancers.

Senior Editor

Switch Global | Dubai, UAE | 2013 – 2014

- Managed editorial projects for the agency's corporate clients including Dubai Airports, dnata, Majid Al Futtaim, American University in Dubai and Abu Dhabi Commercial Bank.
- Transformed clients' internal comms with custom magazines, newsletters and brochures.

Editor

ITP Media Group | Dubai, UAE | 2011 – 2013

- Managed all editorial production for *Middle East Architect*, *Commercial Interior Design* and *DesignMENA.com*, leading team of writers and designers to deliver daily targets.
- Directed fast-paced production of daily magazines for annual INDEX Dubai exhibition.

Writer & Editor

NPI Media | Dubai, UAE | 2008 – 2011

- Editor of property magazine *Cityscape* and features writer for lifestyle magazine *Concierge*.
- Established magazine tone, style and brand voice, and contributed to company events.

Brand & Digital Consultant

Nucleus Design | London, UK | 2004 – 2008

- Led a team of multi-national brand and website specialists to deliver projects for Orient Express, Luxury Explorer, Center Parcs and HSBC.
- Developed expertise in branding, user experience, SEO and analytics, producing data-based reports, client pitch decks and industry opinion pieces.

Education

BA – Architectural Studies

University of Nottingham | UK | 2000-2003

NCTJ Level 3 Certificate – Journalism

Lambeth College | UK | 2007-2008

Personal Interests

Gastronomy: WSET Level 2 Award in Wines (Distinction). Passion for cooking and global food.

Music: Experienced guitarist and vocalist, regularly performing and writing original music.

Art & Design: Trained architect with appreciation for all forms of creativity and craftsmanship.