

Ameena Aljerman Portfolio

Portfolio Summary

A creative professional with a multidisciplinary background in research and administration, I bring over eight years of experience spanning tourism, arts, culture, marketing, and academia. My work integrates visual communication, project coordination, and community engagement, infusing each role with creativity, structure, and cultural understanding.





Work experiences

Zayed University - College of Arts and Creative Enterprises

Administrative Assistant & Creative Coordinator

Managed full college operations including dean scheduling, event planning, and coordination between students, faculty, and external partners. Designed creative engagement activities such as community events, student-faculty connection initiatives, and senior year exhibitions. Acted as the primary communication hub ensuring smooth academic and creative workflows.

Dubai Department of Tourism and Commerce Marketing (DTCM) - Dubai Calendar Marketing

Senior Associate

Contributed to marketing campaigns for events in Dubai, like Dubai 30x30, Dubai Comedy festival, MEFCC. Developed promotional strategies, coordinated with creative agencies, and ensured high visibility of Dubai Calendar website and app across digital and print platforms.

Dubai Department of Tourism and Commerce Marketing - Event Development & Research Insights

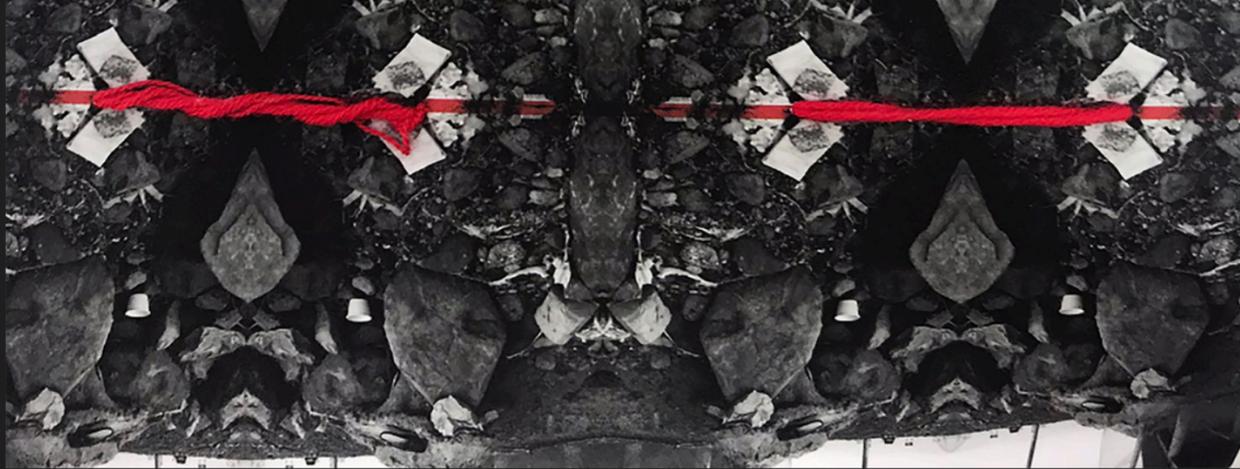
Senior Executive

Conducted cultural trend research, event benchmarking, and insights analysis. Supported content planning for Dubai Calendar and advised on event development aligned with public engagement.

Ras Al Khaimah Tourism Development Authority (RAKTDA)

Graphic Designer - Marketing & PR

Designed key visual materials, campaign assets, visitor guides, and marketing content to elevate RAK's tourism identity. Worked directly with PR and marketing teams to align design strategy with branding goals.



Key Campaigns & Projects

At Department of Tourism & Commerce Marketing (Dubai Calendar):

- Marketing content for Dubai Calendar website and mobile app
- Dubai Fitness Challenge – Dubai 30x30 promotions
- Eid Al Fitr / Eid Al Adha greetings & campaign creatives
- Saudi National Day celebrations in Dubai
- Dubai Comedy Festival campaigns
- Dubai Calendar seasonal booklet (content, layout direction, asset coordination)
- Supported large-scale concerts sponsored by DTCM such as: Ed Sheeran, Justin Bieber, and other major international artists.

At Ras Al Khaimah Tourism Development Authority:

Designed full visual identity assets for tourism campaigns, including:

- Posters and outdoor materials
- Event & conference posters
- UAE National Day street signage
- Visitor and events booklets
- Digital ads, banners, and social media content
- Employee email signatures
- Marketing collateral for international tourism partners

At Zayed University: College of Arts and creative enterprises:

- Leading the whole college operations, announcements, awards, etc.
- Planning student-faculty activities
- Creative event ideas (BBQ nights, exhibitions, activation)
- Being the bridge between students, teachers, and the dean
- Managing logistics + creative processes simultaneously



Others

Event Research & Development:

- Pre-event and post-event research reports
- Identifying potential partners, venues, and cultural trends
- Listing potential events to bring to Dubai and evaluating feasibility
- Preparing insights presentations for leadership to support decision-making

Event Coordination

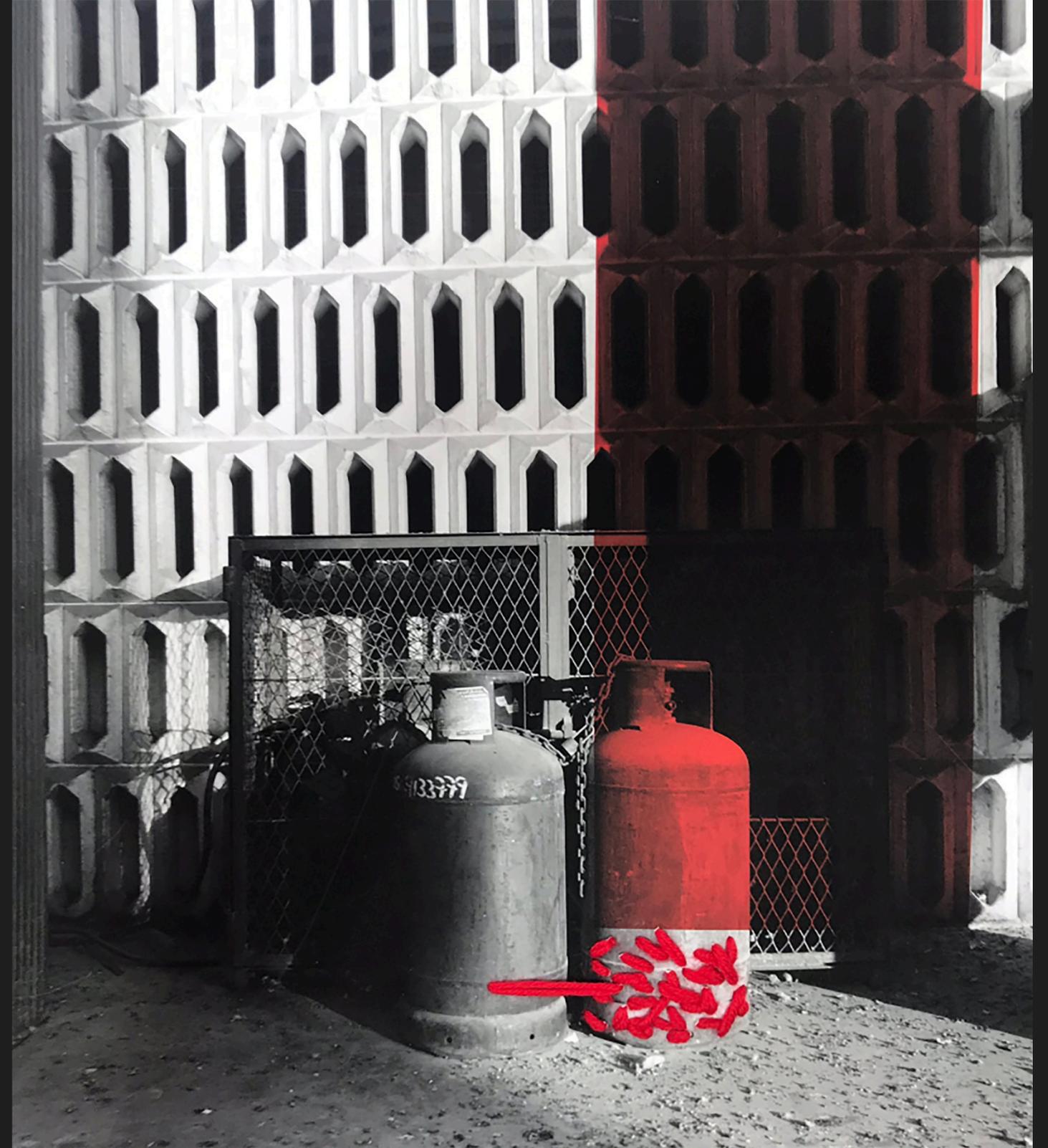
- Coordinating with organizers, venues, and government sectors
- Managing travel bookings, hotel arrangements, guest lists and VIP requirements for artists/performers
- Communicating with influencers and media partners
- Supporting celebrity logistics for concerts and festivals

Creative Direction & Marketing Support

- Finding strong collaboration opportunities (e.g., targeting Filipino audiences, youth markets, families, etc.)
- Storytelling-based concepts for awareness or event visibility
- Coordinating with agencies and creative partners
- Ensuring brand alignment across print and digital materials

Skills Used Across Roles

- Organization & Project Management – managing timelines, stakeholders, and logistics efficiently
- Research & Insights – gathering complex information and presenting it in clear reports, Excel sheets, and presentations
- Creative Communication – storytelling, visual thinking, and experience designing full campaign assets
- Relationship Building – connecting students, teachers, partners, and government entities smoothly
- Technical Skills – Adobe Suite (Ps, Ai, Id), Premiere/After Effects, MS Office (Excel, PPT, Outlook), digital content workflows



Artistic work

Upon request.