

Brand, Content & Marketing Portfolio

by Alice Sionne

Brand strategy, content systems, social media
and AI-enabled workflows for teams that need
clarity, consistency and momentum.

Dubai, UAE - 2026



You're not here by accident.

I help teams turn complex ideas into clear stories, content systems and brand experiences that people can understand, trust and act on.

My background spans B2B SaaS, AI products, fashion and retail technology, out-of-home media, luxury and regional communications across the GCC.

Based in Dubai. Fluent in English. French native speaker. GCC and international experience.

My bread and butter.

I turn scattered communication into systems that perform.

10+

years across marketing, brand and communications

5

GCC markets coordinated at JCDECAUX (UAE, KSA, Oman, Bahrain, Qatar)

4

external agencies managed across creative, PR, digital and events

20+

partners, suppliers and stakeholders coordinated across regional projects

- Brand strategy & positioning

● Content & social media strategy

● Founder & executive voice
- Agency & stakeholder management

● Campaign strategy & execution

● Creative direction & production
- Product & technical storytelling

● Internal comms & employer branding

● Market insights & analytics

Selected work.

Strategy to execution. Brand to audience. Systems to measurable action.

01

TRASIX

B2B SAAS & FASHION TECHNOLOGY

Brand strategy, product storytelling, Microsoft GTM, customer engagement and international events

02

JCDECAUX

GCC BRAND COMMUNICATIONS

Regional social media, premium brands, PR, sales enablement and brand activations

03

The Narrative Lab

BRAND & MARKETING INNOVATION

Founder positioning, content systems, venture development and AI-enabled workflows

04

Alice Content OS

CONTENT OPERATIONS PLATFORM

Editorial planning, content production, approval and publishing workflows for lean teams

05

RESULTS & PROOF

SELECTED IMPACT

Verified outcomes, brands, sectors, tools and supporting links

01

TRASIX

B2B SaaS & Fashion Technology

Built the marketing structure, product narrative and customer-engagement systems for an AI-driven B2B SaaS platform serving retail and fashion businesses.

THE WORK

- Established marketing processes, campaigns and reporting infrastructure for a 30-person B2B SaaS team.
- Co-led a global go-to-market campaign with Microsoft, aligning product positioning, partner messaging and coordinated execution.
- Built and managed the company's first Customer Advisory Board to capture enterprise feedback and strengthen strategic relationships.
- Managed four external agencies across creative, PR, digital and events.
- Owned marketing automation, lead scoring and pipeline-tracking workflows through HubSpot.

The shift

From disconnected marketing activity to a structured function connecting product, sales, partners and enterprise customers.

SIGNALS

4

external agencies
managed

3+

international
industry events
annually

CAB

customer-
engagement forum

GTM

positioning and
storytelling

02

JCDECAUX

Global Out-of-Home Advertising, large-scale media and infrastructure

Regional brand communications, social media, PR and commercial enablement across five GCC markets.

THE WORK

- Coordinated regional marketing and communications across the UAE, Bahrain, Qatar, KSA and Oman.
- Managed regional social media activity and aligned messaging with France headquarters.
- Owned the regional X/Twitter channel, using native analytics to guide content decisions.
- Managed a team of four and coordinated more than 20 agencies, suppliers and external partners.
- Produced press releases, pitch narratives and market intelligence across 15+ sectors, including luxury retail, hospitality, banking, technology, automotive, real estate, aviation and government.
- Coordinated brand activations and exhibition presence at Dubai Airport and regional events.
- Deployed Showpad as a regional sales-enablement platform, contributing to a 5% increase in lead conversion.

5

GCC markets coordinated

20+

partners and suppliers managed

4

team members managed

5%

increase in lead conversion

The shift

From market-by-market activity to coordinated regional communication, stronger content governance and more effective commercial enablement.

The Narrative Lab

Brand and Marketing Innovation

An independent practice developing practical brands, products and marketing systems around real audience and business needs.

THE WORK

- Advises founder-led businesses on positioning, customer acquisition, content strategy and marketing operations.
- Develops structured content, research, reporting and stakeholder-engagement workflows.
- Builds practical digital tools designed around specific user and operational needs.
- Translates early ideas into clearer propositions, usable systems and market-facing products.

The Shift

From scattered ideas and manual processes to clearer propositions, repeatable workflows and usable digital products.

Selected builds include

TrustedMetrics

MirrorTales

SafeCircle

Alice Content OS

CancelAtlas

Founder positioning • content systems • venture development • technology-enabled workflows

Built from real needs

A portfolio of practical digital products created around problems I experienced, observed or wanted to solve.

TrustedMetrics

CREATOR-METRICS VALIDATION PLATFORM

trusted-metrics.com

MirrorTales

MULTILINGUAL PERSONALISED STORY PLATFORM FOR CHILDREN

mirrortales.com

SafeCircle

EMERGENCY CHECK-IN AND FAMILY COORDINATION PLATFORM

mysafecircles.app

Alice Content OS

CONTENT PLANNING AND WORKFLOW-MANAGEMENT PLATFORM

alicecontentos.com

FROM PROBLEM TO PRODUCT

I turn real needs into clear propositions, structured workflows and usable digital products.

Alice Content OS

Content Operations Platform

A structured system for moving content from an initial idea through planning, production, review, publishing and reporting.

THE GAP

Content teams often work across disconnected notes, calendars, files and channels, making it difficult to maintain visibility, consistency and momentum.

THE WORK

- Designed an end-to-end workflow covering research, briefing, drafting, review, publishing and reporting.
- Created a central structure for editorial planning and content-pipeline management.
- Organised ideas, priorities, formats and channel requirements within one operating system.

Built human review and approval into each stage of the workflow.
plied the same system thinking to wider marketing and stakeholder-communication processes.

WHAT IT ENABLES

Clearer planning, stronger oversight and a more consistent path from idea to published content, while keeping editorial judgment with the user.

From idea to content workflow.

Research

Brief

Draft

Review

Publish

Report

Results & proof.

A selected view of the brands, sectors, systems and outcomes behind my work.

SELECTED BRANDS & ORGANISATIONS



SECTORS & ENVIRONMENTS

Fashion & retail technology • Luxury & premium retail • Hospitality & leisure • Real estate & infrastructure • B2B SaaS, AI & technology • Banking & financial services • Automotive • Aviation & out-of-home media • Telecommunications • Energy & Heavy Industry • Government & institutional communications

SELECTED OUTCOMES

10+ years across brand, marketing and communications • 5 GCC markets coordinated • 4 agencies managed
20+ partners and suppliers coordinated • 3+ international events delivered annually • 5% lead-conversion uplift

LINKS

alicesionne.com

[recent work](#)

[proof of impact](#)

How I work.

Strong marketing is not just content. It is a system for deciding what matters, how it is expressed, where it lives and how it improves.

01 Clarify the goal

Audience, business priority, channel, action.

02 Build the editorial line

Voice, topics, formats, approval rules.

03 Direct the workflow

Briefs, AI agents, agencies, shoots, stakeholders.

04 Review with judgment

Quality, brand alignment, compliance, clarity.

05 Publish and learn

Analytics, engagement, lead signals, next actions.

For visual brands.

How I would apply this to a design-led marketing role.

Social strategy

- Monthly contentcalendars
- Project stories and behind-the-scenes
- LinkedIn, Instagram, TikTok/Facebook-ready planning

Production rhythm

- Shoot coordination
- Vendor and agency briefs
- Creative review and quality control

Reputation & growth

- Community management
- PR and influencer coordination
- Newsletters and lead generation

Reporting

- Performance reviews
- Audience insights
- Clear actions for next month

Tools I use.

The stack changes depending on the brief. These are the tools most relevant to brand, content, social and AI-assisted marketing.

AI & content

OpenAI • Claude • Gemini • Cursor • Buffer • Native X Analytics

Marketing & analytics

HubSpot • LinkedIn Campaign Manager • Google Analytics • Microsoft Clarity • PostHog • Plausible

Creative & web

Canva • Figma • WordPress • Notion • Airtable

Builder stack

Supabase • Vercel • Railway • Firebase • GitHub • Cloudflare • Pinecone • Stripe • Twilio • Firecrawl • Exa AI

Let's build something clear.

I am open to brand, content, social media, AI marketing and communications roles in the Middle East and international environments.

CONTACT

alice.sionne@alicesionne.com

+971 52 801 2504

[linkedin.com/in/alicesionne](https://www.linkedin.com/in/alicesionne)

www.alicesionne.com

Portfolio

Recent work

Proof of impact