

# RIANCA HEPBURN

SENIOR MARKETING LEADER

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## PROFILE

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Senior marketing leader with 13+ years across real estate, hospitality, interior, beauty, and fitness. I run marketing as a commercial function: brand and creative on one side, budgets, P&L, teams, and measurable growth on the other.

## EXPERIENCE

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### Agency Lead

Mar 2026 – Present

*STELEO Marketing Management | Dubai, UAE*

- Lead the full agency across strategy, operations, commercial performance, and team management.
- Own agency budgets, P&L, forecasting, and resourcing to keep the business commercially sustainable.
- Direct the new business function across sales pipeline, client acquisition targets, and BDE performance.
- Set client strategy and delivery across real estate, interiors, and hospitality, keeping the work commercially focused.
- Build and manage internal teams, partners, and workflows, improving accountability and output quality.

### Marketing Manager

Sep 2024 – Feb 2026

*The Secret Identity | Dubai, UAE*

- Grew the agency from a four-person setup into a full team of marketers, designers, and account managers within one year.
- Scaled the client portfolio from 7 to 18 clients in under a year.
- Built operational and financial systems that kept the agency consistently above break-even.
- Led strategy and delivery across hospitality, F&B, and luxury brands, focused on ROI and long-term client retention.

### Marketing Manager

Feb 2024 – Aug 2024

*FitRepublik & StudioRepublik | Dubai, UAE*

- Built sales-focused marketing strategies for 30+ programs across Adults, Juniors, and Personal Training, each run as its own business unit.
- Increased engagement by 50% and grew the audience steadily through consistency across channels.
- Optimised landing pages and rebuilt the website for SEO, lifting leads by 5%.
- Delivered combined social and email strategies that drove growth and conversions, contributing over AED 100K in annual savings.

## Head of Marketing

Mar 2023 – Feb 2024

*ELE Interior Design | Dubai, UAE*

- Grew social following from 25K to 110K through consistency across brand and performance channels.
- Expanded lead generation from local to global markets and supported the growth of the sales team.
- Partnered with PR agencies to secure GCC media coverage and recognition.
- Contributed to multiple interior design award wins, strengthening brand credibility.

## Head of Marketing

Nov 2021 – Nov 2022

*Tips & Toes Beauty & Spa Center / Bedashing Beauty Lounge | Dubai, UAE*

- Led a team of 10 to launch an e-commerce platform and new products at speed.
- Grew online sales by 40% and increased website traffic by 200% through cross-platform strategies.
- Improved conversion rates by 83% and ROI by 10% through KPI reporting and data-driven evaluation.
- Built partnerships that increased PR value by 187% across multiple brands.

## Marketing Manager

Dec 2014 – Nov 2021

*Tips & Toes Beauty & Spa Center | Dubai, UAE*

- Progressed through Marketing Specialist (2014–2017), Senior Marketing Specialist (2017–2020), and Marketing Manager (2020–2021), taking on increasing responsibility across brand, digital, and campaign delivery.

## Marketing Coordinator

Jul 2013 – Oct 2014

*Rotana Hotels & Resorts | Abu Dhabi, UAE*

## EDUCATION

### BA (Hons) International Hospitality & Tourism Management

2013

*University of Derby, United Kingdom*

### Swiss Diploma in International Hotel Operations Management

2011

*SEG, Switzerland*

## CORE SKILLS

|                       |                      |                        |                         |
|-----------------------|----------------------|------------------------|-------------------------|
| Marketing Strategy    | Brand Strategy       | Commercial Growth      | P&L & Budget Management |
| Team Leadership       | Client Acquisition   | Creative Direction     | Campaign Management     |
| Lead Generation & ROI | Marketing Operations | Stakeholder Management |                         |

## ACHIEVEMENT

Shaped the UAE Team Emirates Tour de France 2020 Thank You Project for H.H. Sheikh Khalifa bin Zayed bin Sultan Al Nahyan, President of the UAE, Abu Dhabi.

## LANGUAGES

English (Fluent)      Afrikaans (Fluent)