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LinkedIn

Dubai, UAE

WORKING EXPERIENCES

MARKETING EXECUTIVE, VNYL HI-FI

Dubai, UAE | 07/2024 - Present

Marketing & PR:

- Develop and implement pre-opening marketing strategies to establish a strong brand presence and sustain market engagement.
- Plan and execute strategic weekly and monthly activations to enhance foot traffic and audience engagement.
- Manage PR initiatives, securing media coverage and fostering partnerships with key publications such as [Elle Arabia](#), [Jamalouki Magazine](#), [The Huntr](#), [TimeOut](#), [What's On](#), [Fact Magazine](#), [Dubai Night](#).
- Strengthen brand awareness through cohesive visual branding across PR campaigns, META paid advertisements, and Google Ads.
- Oversee direct guest communications, managing RSVP platforms like SevenRooms and coordinating guest lists in collaboration with the reservations team.
- Facilitate collaborations with lifestyle brands, such as [Matcha Club](#), to develop cross-promotional events and brand activations.

Brand Management, Visual Direction & Graphic Design:

- Enhance VNYL Hi-Fi's visual identity by designing digital and print assets, including menus, website components, and promotional materials.
- Direct and produce photography and videography for F&B, lifestyle, and venue branding to ensure visual consistency.

- Develop compelling copy for all brand communications, maintaining a distinctive and engaging voice.

Social Media & Digital Marketing:

- Manage VNYL Hi-Fi's Instagram and TikTok accounts, implementing a structured content calendar to maintain engagement and audience growth.
- Formulate and execute content strategies that leverage both organic and paid media to maximize reach and interaction.
- Integrate TikTok into the brand's communication framework to expand visibility and audience engagement.
- Maintain and optimize Google Business listings, engaging with guest reviews and ensuring regular updates of vital venue information.

Event Marketing & Coordination:

- Conceptualize and execute themed activations, creating distinctive and immersive experiences.
- Collaborate with operations and entertainment teams to align event promotions with venue capacity, audience demographics, and brand identity.
- Coordinate with DJs, artists, and performers to optimize event promotion across social media and other marketing channels.

Advertising & Growth Strategies:

- Explore TikTok integration as a strategic communication and advertising tool to enhance audience outreach.
- Oversee paid advertising campaigns across multiple platforms, ensuring optimized targeting and engagement for improved return on investment.
- Develop collaborative partnerships with influencers and media outlets to generate visibility and brand awareness.

Guest Engagement & Community Building

- Foster **strong guest relationships** through proactive engagement on social platforms and RSVP channels.
- Utilize **Google Business and social media analytics** to refine communication strategies and improve audience engagement.
- Design and implement engaging **email marketing** and direct messaging campaigns to encourage guest retention and repeat visits.

PROJECT MANAGER, DANCEWERK

Dubai, UAE 11/2023 - Present

Project Management: planning and executing music events, organizing meetings and managing agendas and calendars, anticipating scheduling conflicts among Dubai nightlife events. Scouting venues, managing production, coordinating with stakeholders including venues, DJs, and sound rental services. Handling lighting and sound systems, briefing door crew and security, supervising bar operations, establishing guest policies in line with venue and law standards.

Visual Direction: Revamping Dancewerk's visual identity by strengthening branding elements; such as posters, Instagram, Resident Advisor posts, and invitation links. Designed venue layouts and scenography ensuring consistency across all platforms.

Marketing: Amplifying brand presence, performing a 98% RSVP rate, surpassing 120+ confirmed attendees. Maintaining cohesive visual branding across PR, Instagram paid campaigns, RSVP management, ticketing, and guest lists via the Partiful online platform.

CO-FOUNDER, SUB-ENEMA

Dubai, UAE 12/2022 - Present

Visual Direction and Event Curation: Conceptualizing and developing the platform, curating Sub-enema's visual identity by creating and coordinating visual assets across multiple

platforms, including social media and paid advertisements. Liaised with graphic designers to ensure consistent brand representation, designing venue layouts and scenography.

Project Management: Planned and executed music events throughout the entire lifecycle. Managing schedules, logistics, and established as the first person of contact for stakeholders. Supervising all event operations, ensuring compliance with venue and legal standards. Directing venue production, installation, and deinstallation.

Marketing: Achieved an RSVP rate of 110%, surpassing actual attendees of 150+, while ensuring consistent visual messaging. Managing PR, Instagram paid campaigns, RSVPs, ticketing, and guest lists.

STORE MANAGER - THE FLIP SIDE

Dubai, UAE 07/2022 - 12/2023

Store Management: Directed daily operations, back-of-house tasks, inventory management through Lightspeed and Google Sheet, customer service, and oversaw overall shop design. Administering invoices, calendars, agendas, and payments. Managed logistics, shipping, and procurement, including liaising with record labels and companies. Contacting audio and hardware troubleshooting and repair, store maintenance, and weekly cleaners.

Events and Programming: Managed weekly in-store events (100+ guests), Al Quoz Arts Festival (300+ guests), bi-monthly Alserkal Lates (250+ guests), private DJ workshops, performances, talks and panels, established as the primary point of contact for external events and store rental.

Visual Direction: Design and produced visual content for webstore, Instagram announcements, event posters, and exclusive store merchandise.

Sales: Spearheaded sales initiatives, including retaining specialized catalog products for regular customers, attracting new clientele both online and offline through diversifying the store vinyl catalog, implementing paid marketing campaigns on Instagram, and introducing exclusive merchandise for the vinyl market.

Social Media and Webstore Management: Revamped social media platforms, managed Google Business, and redesigned the webstore through Shopify,, optimizing and increasing online presence and followers (10.8K), user-friendliness, contacting, and sales.

EVENTS ORGANIZER, ELEPHANT PARTY

Manila, PH 07/2021 - 01/2024

Event Organization: Organized thematic events from conception to execution, collaborated with brands like Heineken, Budweiser, and Jaegermeister, as well as stakeholders and venues, to coordinate logistics and secure venues. Managed event calendar, resolved scheduling conflicts, and organized meetings. Handled production, coordinated with DJs, and sound rental services, managing lighting, door crew, security, bar operations, and guest policies in compliance with venue and legal standards.

Visual Direction: Produced and curated visual content for web, social media, and print, including event posters, merchandise, Instagram marketing posts, venue print guidelines, designed venue layouts and scenography, enhancing event promotion.

Marketing: Initiated an enhanced marketing approach, expanding the brand's reach to a broader audience. Achieved growth rate of 133.3% on Instagram and boosted event success, increasing pre-sale ticket sales from 400+ to a total attendance of over 600,. PR, and Instagram campaigns, RSVPs, pre-sale and door ticketing, and guest lists.

CREATIVE PRACTICE

SELECTED PROJECTS

PERFORMANCE

2024 (Self) Serving, Jameel Arts Centre, Dubai

WORKSHOPS

2023 Grids of Yesterday and The Shape of Things To Come,
Jameel Arts Centre, Dubai

GROUP EXHIBITIONS

- 2024** The Open Secret, *Skēnē, Drottninggatan Malmö, Sweden,*
KultFilmKlubb, Budakeszi Hungary
Millennium Film Workshop, New York, USA
Wild at Heart/Weird on Top, *Instituto Municipal de Arte y Cultura, Tecate, Mexico*
- 2023** Vestiges of (Be)Longing, Composite, Jameel Arts Centre, Dubai, United Arab Emirates
- 2022** Wasted Sex, Wasted Bodies, *The Den Escolta, Manila, Philippines*
- 2021** A Man, *Block17 Art Space, Bacolod, Philippines*
- 2019** Broken Ladders and Hissing, *Para://Site Projects, Las Piñas, Philippines*
Pagkislap: Isang Dugtungan, *Karilyo Shadowplay, Manila, Philippines*
- 2018** Temporal Distinctions, *Sensorium STKD Zeppelin, Mandaluyong, Philippines*
- 2017** F★ Art Let's Dance, *XX:XX, Makati, Philippines*
- 2016** BeefMilk VR Exhibition, *online*

AFFILIATIONS

KARILYO SHADOWPLAY COLLECTIVE

Resident Artist and Performer

10/2019 - 06/2020

DISC JOCKEY

<https://ra.co/dj/sonchauni>

2023 - Present

Resident DJ for Dancewerk

2022 - Present

Resident DJ for Sub-enema

2019 - 2022

Resident DJ for Elephant Party

SHOWS

2024 Resident: Sub:enema, Dubai, UAE

Resident: Dancewerk, Dubai, UAE

2023 Secta, Dubai, UAE

Sub:enema showcase premiere, Dubai, UAE

SADOMASODISCO with Romain FX, Quezon City, Philippines

KAPUT, Makati, Philippines

No Warmups Tour, Makati, Philippines

Just Another In-store, The Flip Side, Dubai, UAE

In-store Saturday Sessions, The Flip Side, Dubai, UAE

2022 7aflet, The Public House, Dubai, UAE

Paradise 4 Ever Exhibition, Gulf Photo Plus, Alserkal
Avenue, Dubai, UAE

Elephant Presents: Makibak-la, Quezon City, Philippines

MCR.Live, Makati, Philippines

Transit Records Soundsystem, Makati, Philippines

Earth Night, Sound Activation by NAIS, Makati,
Philippines

2021 Eternal Salvation, Manila Community Radio, online

2019 broken ladders and hissing Exhibition Para://site
Projects, Philippines

EDUCATION

Bachelor of Arts in Multimedia Arts

De La Salle College of Saint Benilde

2019 - 2020

Visual Arts and Creative Design Track

Philippine Women's University

2016 - 2018

Visual Arts Major

Philippine High School for the Arts

2012 - 2014

SKILLS**VISUAL/TECHNICAL**

Photoshop, Illustrator, InDesign, MS Office, macOS, G Suite, Procreate, Canva, WordPress, Lightspeed, Mailchimp, Resident Advisor, Partiful, technical drawing and illustration, Pioneer CDJ and music curation.

PROFICIENCIES

Concept development, visual creation, direction, and curation, content planning, social media management, copy-editing, PR distribution, events and community planning and management.