As an avid writer, I have completed an internship at Gulf News. I have one published feature in Friday magazine:

This can be found at (<a href="http://fridaymagazine.ae/fashion-beauty/women/the-best-boutiques-in-dubai-1.2039986">http://fridaymagazine.ae/fashion-beauty/women/the-best-boutiques-in-dubai-1.2039986</a>).



LIFE + CULTURE FASHION BEAUTY FOOD TRAVEL HEALTH EVENTS

SHOPPING

# The best independent boutiques in Dubai to shop from this festive season

Lindsay Judge, Amaka Olele | Dec 11, 2017.

We reveal our edit of stylish, quirky, affordable and blow the budget multi-brand shops in the city



In addition, during my tenure at tamra C2 in the digital agency, C2 NATIVE, I sent out 2 press releases (<a href="http://c2native.io/blog/automotive-event-press-release/">http://c2native.io/blog/c2-native.io/blog/c2-native-and-oracle-host-seminar-on-digital-transformation-and-customised-patient-experience-in-healthcare/</a>). I have also published 3 articles that covered a wide spectrum of events and hot topics in the digital marketing field. This includes the personalization of online content (<a href="http://c2native.io/blog/ads-catered-to-you/">http://c2native.io/blog/ads-catered-to-you/</a>), and the critical challenges facing the

automotive industry, what new unconventional strategies they can apply to deal with these unconventional challenges (<a href="http://c2native.io/blog/8-ways-to-put-the-algorithm-in-the-auto-rhythm/">http://c2native.io/blog/8-ways-to-put-the-algorithm-in-the-auto-rhythm/</a>).

Lastly, the need for marketers to allocate marketing spends on directly tracking potential consumers through online channels with tailored communication paradigm shifts in the automotive industry (<a href="http://c2native.io/blog/8-ways-to-put-the-algorithm-in-the-auto-rhythm-how-martech-is-shaping-the-auto-industry-episode-2/">http://c2native.io/blog/8-ways-to-put-the-algorithm-in-the-auto-rhythm-how-martech-is-shaping-the-auto-industry-episode-2/</a>).

C2 NATIVE Q



#### C2 NATIVE WITH ORACLE HOST DESIGN THINKING FOR MODERN MARKETERS WORKSHOP

FEBRUARY 28, 2018 BY AMARA OLELE

PRESS RELEASE DUBAI – C2 NATIVE, the datadriven marketing and communication lab, has another achievement under their belt with the interactive workshop on 'Design Thinking for Modern Marketers' on February 27th. This was the first of its kind with the presence of the UAE's top automotive heavyweights, Ali & Sons LLC Porsche



#### 8 WAYS TO PUT THE ALGORITHM IN THE AUTO RHYTHM (EPISODE 2)

PEBRUARY 35, 2018 BY AMAKA OLELE

By Amaka Olele Previously on the autorhythm series, we discovered what the latest tech trends in the auto industry were. In this episode, let's switch gears and dive into how we can market these new technologies on digital platforms with the right message, at the right time to enhance the customer's experience. The...

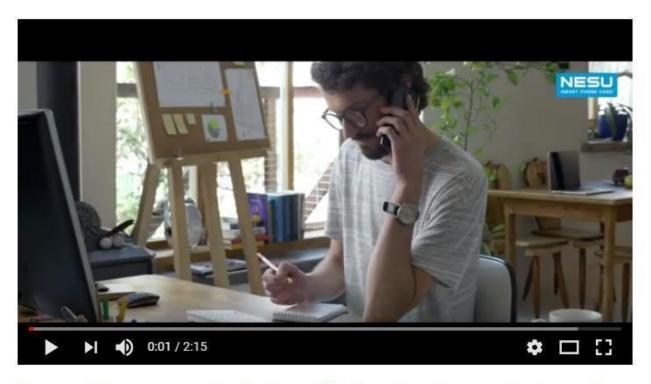


#### 8 WAYS TO PUT THE ALGORITHM IN THE AUTO RHYTHM (EPISODE 1)

PEBRUARY 26, 2018 BY AMAKA OLELE

By Amaka Olele In this episode of the auto rhythm series, we will see traverse the auto technology scene and examine the improved functionality of vehicles. We will also explore how marketers can engage with customers by providing them with the services they need at the right time. Here are automotive tech trends that... At NESU Smart Card, My main role was as a copywriter and story-teller. My main role was to do research on the electromagnetic radiation phones emit and the effects it can have on men, women and children. I then put together a script for the video addressing the effects of electromagnetic radiation emitted from phones on children, women and men. Although working with NESU was a brief opportunity, it allowed me to enhance my script-writing skills with the room to grow as a researcher and content writer.

Link to video: <a href="https://www.youtube.com/watch?v=sa0WsnJqzKQ">https://www.youtube.com/watch?v=sa0WsnJqzKQ</a>



Nesu Smart Phone Card - Natural protection against electromagnetic radiation

715 views 16 4 ₱ 1 → SHARE = ...

At C2 NATIVE, I was also responsible for handling the content creation of the tamra.C2 Instagram page and any in-house celebrations or occasions. Here are some of the posts and captions I created:





tamra.c2 Our resident makeup artist and snack connoisseur who takes no prisoners. Account Executive Natasha Kadoura is all set for her next adventure so we've given her the full treatment as she heads off to start a new chapter!#EmbraceChange\_C2 #farewell #keepgrowing #newchapter #newadventures #accountexecutive #C2 #theC2Entertainer #C2family #makeupthemedcake

interludedubai Great Picture 🛅



## **ABOUT THE C2 ENTERTAINER**

At C2, we recognise that you might be feeling a bit off from time to time especially when you make a big change in your life.

This booklet was created to put a smile on your face when you want to see some familiar faces. As you set off on your new journey, this is just a small token of our appreciation of what you've given C2 and a way to say bon voyage and good luck as you start a new chapter.

Turn the page for a look at what all of us at C2 are offering you. Each voucher can be used up to 6 times so you have the chance to annoy us at your convenience!

#### **Terms and Conditions**

Each voucher is valid for a 12-month period and can be used at a time and place mutually agreed upon by the C2 and ex-C2 employee. In the event of one or both parties leaving the country, C2 will not be held responsible for the worthlessness of this voucher. It's the sentiment that counts people!





tamra,c2 Our resident makeup artist and snack connoisseur who takes no prisoners. Account Executive Natasha Kadoura is all set for her next adventure so we've given her the full treatment as she heads off to start a new chapter!#EmbraceChange\_C2 #farewell #keepgrowing #newchapter #newadventures #accountexecutive #C2 #theC2Entertainer #C2family #makeupthemedcake

interludedubai Great Picture





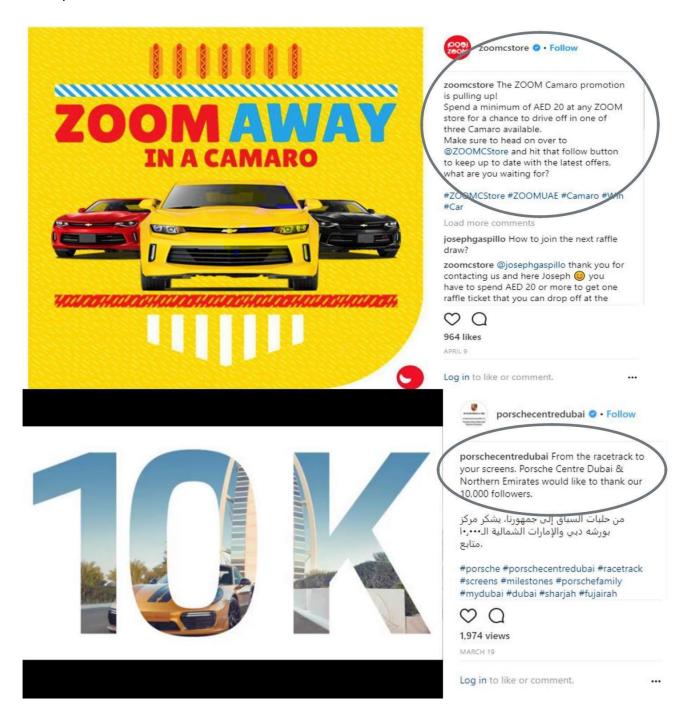
45 likes

MARCH 26

Log in to like or comment.

...

I had the privilege to do content creation for international renowned automobile giant, Porsche as well as national Dubai metro and Dubai neighborhood convenience stores, ZOOM under the ENOC group. Here are some of the samples of the work I produced:



At Soul Communications I worked closely with the Senior Account Specialist in a PR and marketing capacity. I was responsible for pitching to various magazine editors and writing media alerts about fun and exciting activations that clients were hosting. Here are just a few write ups I worked on:



FREE Poutine at Eggspectation on Canada Day

Dubai, UAE, July 1<sup>st</sup> 2018: To celebrate Canada Day on July 1st, the popular all-day dining Canadian eatery, Eggspectation, has more to offer than it's cracked-up-to-be as they will be offering a complimentary mini Poutine to all tables for one day only.

Available at both branches, The Beach, JBR and City Walk, fans of the restaurant can indulge in the unmissable, French Canadian staple dish of homemade French fries, topped with white cheddar cheese curds and gravy, upon purchasing a main meal.

Head on down to Eggspectation on Canada Day to poach your Canadian staple!

Locations and timings

The Walk JBR- seven days a week from 7am to midnight 04.430.7252

City Walk- seven days a week from 7am to 11pm 04.240.6877

#### **Published on Gulf News:**

### **GULF NEWS**

# 40,000 expats set to celebrate Canada Day

Canada celebrates its 151st birthday marking its modern-day founding as a nation in 1867



Canadian expatriates celebrating Canada Day at the Weslodge JW Marquis Hotel, in Dubai Canadians across the UAE will ring in their country's sesquicentennial with national fervour.

Published: 16:20 June 29, 2018 Derek Beldwin, Chief Reporter

GULF NEWS &











On Sunday, Canadian franchise eateries in the UAE such as Eggspectation as well as Weslodge Saloon at JW Marriot in Dubai will roll out the red carpet for Canada Day revellers with down-home face.

Enzo Renda, CEO of Eggspectation worldwide, told Gulf News that patrons will receive free poutine when ordering up all-day breakfast meals to celebrate the day.

"I believe that we represent Canada well and the Canadian clientele appreciates this very much. We also feature authentic Montreal Bagels! No other local restaurant represents Canada the way we do. Half our units are also built in Canada, all the furniture and millwork is Canadian too," Renda said.

Renda said Eggspectation is expecting a wave of expats on Sunday.

"Some know us from back home in Canada, so it's nostalgic for them, and we have Canadian clientele who discover us here, which is also great," Renda said.



#### New Summer Menu at ZOCO

I hope you are doing well. ZOCO has refreshing seasonal Latin offerings to delight your taste buds and beat the summer heat!

Dubai, UAE, 2018: ZOCO, the Mexican homegrown restaurant in Al-Habtoor City, has launched a limited-edition menu for the summer season. With a selection of bright Latin seafood starters to fresh, tropical desserts, ZOCO's got all your Mexican food cravings covered.

Here are just a few of their fiesta items:

#### Starters:

- SNAPPER CEVICHE AED 70 A fresh red snapper marinated in leche de tigre (Tiger's milk sauce made from ginger, garlic, coriander and fresh squeezed lime juice), a serrano paste and roasted sweet potatoes.
- MIX SEAFOOD CEVICHE- (VUELVE A LA VIDA COCKTAIL) AED 70 A mixed seafood cocktail of shrimp, octopus and red snapper served with a little spicy cocktail sauce, red onion, fresh coriander, lime and avocado. This creation will definitely bring you to life, no questions asked!
- EXOTIC SHRIMP CEVICHE— AED 70 Fresh shrimp marinated in lime (aguachile), served with red onion, coriander, serrano chile, mango and pineapple for those looking for a good kick of chili with a balance of sweetness.

#### Main course:

- SEA BASS (LUBINA) AED 135 This rich and sumptuous sea bass is served with potatoes, capers and peppers that will leave you satisfied.
- OCTOPUS (PULPO) AED 110 The ZOCO octopus dish comes with a spicy Mexican twist with potatoes, guallijo, poblano rice and fresh watercress to balance the heat.

#### Dessert:

• NIEVE JAROCHA – SEASONAL TROPICAL FRUITS ICE CREAM— AED 55 - A delightful finish to your ZOCO fest with this cool shaved ice dessert topped off with fresh fruit sorbet of lime, mango or passion fruit, served with berries.

Come for the Latin offerings and stay for the ambient Mexican décor. ZOCO is always a party in your mouth!

#### About ZOCO

The homegrown Mexican/Latin American eatery is located on the 1st level of the Atrium in Al Habtoor City, and serves reimagined traditional dishes alongside an eclectic selection of cocktails and distillations in an authentic and vibrant setting. For more information, call 04.437.0044.

For more information, visit http://zocodubai.com/ or call 04 437 0044.

#### **Published on Time Out Dubai:**



## Fresh new summer menu launched by ZOCO Dubai

Enjoy ceviche and more at this Al Habtoor City Mexican restaurant



If you love Latino food, you're in for a treat. The summer has arrived, and in celebration, Mexican restaurant ZOCO has gone all out and created a fresh new menu to help you embrace the heat (via chillis) while staying cool (in full air-conditioning).

The lively eatery in Al Habtoor City has introduced new dishes to its menu that range from zingy ceviche to grilled octopus.

The restaurant, the team says, "serves reimagined traditional dishes in an authentic and vibrant setting". And these new dishes are piquing our interest.

Dishes include sea bass (Dhs135) served with potatoes, capers and peppers, and octopus with potatoes, guallijo, poblano rice and fresh watercress (Dhs110). For dessert there's a new tropical shave ice pudding, topped with fresh fruit sorbet of lime, mango or passion fruit, served with berries (Dhs55).

There are also three new ceviches, including snapper, seafood and exotic shrimp versions, all of which come in at Dhs70.

The snapper ceviche is red snapper marinate in leche de tigre (ginger, garlic, coriander and fresh squeezed lime juice), with a serrano chilli paste and roasted sweet potatoes. The seafood version comprises shrimp, octopus and red snapper, served in a spicy sauce with red onion, coriander, lime and avocado, and promises to be super-zingy. The exotic shrimp ceviche is made with red onion, coriander, chillis, mango and pineapple for a sweet and spicy creation.

Meanwhile, if you love ceviche, be sure to stop by Peruvian-Japanese restaurant Ají between Sunday June 24 and Saturday June 30 to celebrate Peruvian National Ceviche (Thursday June 28). The Palm restaurant has a menu of four special limited-edition ceviche for you to try and they sound delicious. We'll see you there.

Open daily Sun-Thu 5pm-1am; Fri-Sat 12.30pm-1am. The Atrium, Al Habtoor City (04 437 0044).





## <u>Ting Irie launches 'Jerk n' Stripes'</u> Slide into Sundays with a pairing unique to Jamrock

Dubai UAE 2018: Come through and chill at **Ting Irie's Jerk n' Stripes** starting from Sunday nights at June 17 and let your mind wonder to the shores of Montego Bay. Ting Irie lives up to its name with its eclectic mix of tropical décor and Jamaican memorabilia that takes you to the sights and sounds of Jamaica. The tantalizing Spitfiyah jerk chicken with an ice cold red stripe is the perfect way to beat the Sunday blues with some Jamaican vibes!

Jerk n' Stripes : AED 99 | ¼ Jerk Chicken + Red Stripe\*

Jerk n' Stripes XL: AED 139 | ½ + Red Stripe

Timings: Sundays | 5pm-2am

\* Includes a choice of other house beverages

Did you know that the Taino people native to Jamaica and the Caribbean are credited with coming up with the term barbecue, which is derived from the Taino word 'barabicau'?

#### **ENDS**

#### **About Ting Irie**

Ting Irie is a fresh modern take on Caribbean cuisine and food for the soul, and Dubai's first homegrown Caribbean restaurant, located in the heart of Downtown in Souk Al Manzil. Serving up authentic dishes, including Jamaican oxtail and jerk chicken. Open seven days a week, from 12pm-2am. For more information, call: 04.557.5601

#### Published on Baws.ae:



### Ting Irie Introduces Jerk n' Stripes Sundays



Come through and chill at Ting Irie's Jerk n' Stripes every Sunday Night and let your mind wander to the shores of Montego Bay. Ting Irie lives up to its name with its eclectic mix of tropical décor and Jamaican memorabilia that takes you to the sights and sounds of Jamaica.

Pairing together one of their most popular dishes; Spitfiyah jerk chicken, with an ice cold Red stripe, it's the perfect way to beat the Sunday blues. Red Stripe is native to Jamaica, and is one of their most famous exports.

- Jerk n' Stripes : AED 99 | 1/4 Jerk Chicken + Red Stripe
- Jerk n' Stripes XL: AED 139 | 1/2 + Red Stripe

Timings: Every Sunday | 5pm-2am

**Almayass**, the Armenian-Lebanese restaurant, welcomes guests to a new experience as they launch *Cherry Mondays*. The menu, comprising of specially crafted items with a touch of cherry, promises the hearty flavours of the Levant, and sets the scene for casual get-togethers with friends and family. The refreshing menu embraces the warmer summer time by incorporating in-season cherries, a staple in Armenian cuisine. Located in Sofitel Downtown, the Cherry Mondays menu showcases the following specialties:

#### **Cold starters**

Roquette salad with feta cheese and cherry dressing Fattoush with a sweet cherry twist

#### **Hot Appetizers**

Arayess cheese with cherry drizzle Kibbeh sajiyeh with cherry sauce

#### Mains

Veal cubes in a cherry reduction
Grilled chicken with a drizzle of sweet cherry
Cherry Kebab covered with sweet and sour wild cherry sauce

#### **Desserts**

Cherry ice cream for a cool finish

#### Shisha

Why stop with food and drink? Almayass have introduced a new shisha flavor...allow us to welcome Cherry Shisha!

While enjoying the delights of the Cherry Monday Menu, guests can relax to the soothing tunes of the region's Armenian and Arabic classic artists. Elegant and relaxed, this Levantine restaurant is the place to visit this summer.

**Price:** AED 115 per person (inclusive of still or sparkling water; tea or coffee; cherry mojito or a soft drink); available all day, every Monday. AED 175 per person (inclusive of still or sparkling water; tea or coffee; cherry mojito or a soft drink and cherry shisha).

**About Almayass:** Located on the 3rd floor of Sofitel Hotel, Downtown Dubai, the Lebanese/Armenian cuisine restaurant has branches worldwide from Beirut, to Abu Dhabi, New York, Kuwait, Riyadh, Doha and more recently Dubai. The restaurant is open from noon – 12:30am. For more information, call 04 338 7772.

#### Published on Connector.ae:



Almayass, the Armenian-Lebanese restaurant has launched a new menu available every Monday. Named as Cherry Mondays, the menu consists of hearty Levant dishes made by incorporating inseason cherries, a staple in Armenian cuisine. The highlights include roquette salad with feta cheese and cherry dressing, arayess cheese with cherry drizzle, veal cubes in a cherry, cherry ice cream and more.

Almayass, Sofitel Downtown

Dhs 115 per person (inclusive of still or sparkling water; tea or coffee; cherry mojito or a soft drink)

When: Every Monday Call 04-3387772

#### **Clinton Street launches Benedict Street menu**

Enjoy eggs benedict with Benedict Street

Dubai UAE 2018: Clinton St. Baking Company is launching a new yolkful new benedict menu. The New York specialist bakery and restaurant is offering diners of the poached delights with Clinton's famous buttermilk biscuit and a variety of seafood, vegetarian and meat options including:

- SOFT SHELL CRAB BENEDICT crispy fried soft shell crab, roasted Roma tomatoes, avocado, lemon hollandaise and paprika (AED xx )
- POACHED MAINE LOBSTER BENEDICT soft poached Maine lobster, grilled asparagus, sautéed spinach and truffle hollandaise (AED xx)
- PULLED BEEF BENEDICT pulled beef short ribs, crispy fried polenta, fresh avocado and a spicy hollandaise (AED xx)

- SALMON LATKE BENEDICT crispy potato pancakes, house-smoked salmon, herb hollandaise and caviar for a chic finish (AED xx)
- ROCK SHRIMP BENEDICT Cajun grilled shrimp, corn salsa and lemon hollandaise (AED xx)
- EGGS BENEDICT FLORENTINE poached eggs, sautéed spinach, fresh artichokes, lemon hollandaise over a toasted buttermilk biscuit (AED 52)
- SMOKED SALMON BENEDICT house smoked wild Norwegian salmon, poached eggs, classic hollandaise, over a toasted buttermilk biscuit (AED 62)
- CRAB CAKE BENEDICT fresh crab cake, poached eggs, avocado, tomatoes, classic hollandaise, over a toasted buttermilk biscuit (AED 64)

When: Pull up at Benedict Street and we'll yolk you up with your favorite benedict

Where: Clinton Street Baking Company at Burj Views or City Walk

Who: For benedict addicts

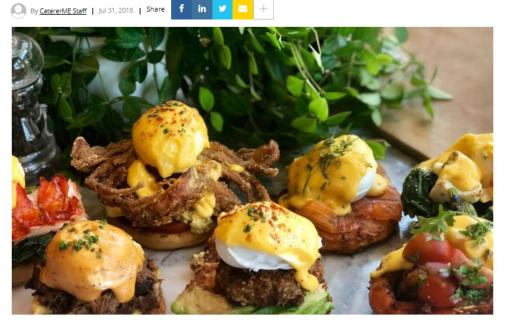
For more information, visit clintonstreetbaking.ae or call 04 428 1331

#### Published on Caterermiddleeast.com:

## Caterer

Eggs benedict menu launches at Clinton Street Baking Co.

Customers can get their eggs benedict fill at both Dubai locations



Clinton Street Baking Company has launched a new eggs benedict menu with a variety of seafood, vegetarian, and meat options.

The 'Benedict Street' menu includes such dishes as soft shell crab benedict (AED106), poached Maine lobster benedict (AED88), and pulled beef benedict (AED68).

The new menu is available at both the Burj Views, Downtown and City Walk locations.

EGGS CLINTON STREET BAKING COMPANY NEW MENU

#### icekream brings chill to the UAE

Emirati producer revitalizes Middle Eastern artistry

**Dubai UAE 2018:** With summer upon us, Emirati music producer, Issam Freiha, with the stage name 'icekream', is a cultural mix most millennials raised in Dubai can relate to. Growing up in France, his biggest influence was the fusion of US hip hop and French hip-hop. This reflected the mix of his culture heritage. He took on the name icekream when his peers at school had a hard time pronouncing his name, and it stuck. Now, he's on a mission to bring new meaning to Emirati artistry in the music world.

Born into the UAE culture, icekream understands the difficulty young Emiratis face when trying to break into the music scene. Going against the grain and following his passion at a young age, he aims to inspire young Emiratis to chase after their dream. Having started out as a turntablis DJ at the age of 13, icekream has since been active in the music scene for most of his adult life. "Music production is the best way to express myself. Nothing gives me more satisfaction although it took me a decade to figure out what I was truly passionate about- making music."

By age 26, he started professionally dj'ing and in 2011, he met his music partner, TroyBoi, and together, they launched a trap attack on Soundcloud. As unique artists and also as a production/DJ duo, they are called SoundSnobz. Now, at age 32, icekream and his production skills have been a hot focus for the likes of two-time Grammy Award winning group Cool & Dre, an American record producing/songwriting duo from Florida. With icekream signed to Cool & Dre's label, Epidemic Music, has since been able to attract partners who resonate with icekream's genre.

Although spending much of his 20s putting cultural, familial and societal expectations first, he eventually returned to his paternal roots in the UAE where he could find his tribe. Here, "he found fellow musicians and creatives who would understand not only the struggle of defying societal expectations but also fuel his need for inspiration and self-expression." This allowed him to face a sober reality that realigned his passion and what he wanted to spend the rest of his life doing. His focus shifted from going through the motion to being productive. The UAE's dramatic cultural shift from the west provided an ecosystem that was healthy and professionally (and mentally) liberated icekream.

Over the past decade, much has changed in the UAE and the world. The EDM/Trap scene in particular has witnessed rapid changes in the last few years. icekream's love of US and French hip-hop, dub step and dance music have resulted in one-of-a-kind mix of EDM Trap and house music production. In addition, having collaborated with long-time DJ Khaled artist, Eric Leon, has garnered icekream different production placements in the United States and across global markets, leading to collaborations with renowned artists including Wyclef Jean and Waka Flocka Flame to name just two.

While music is his passion, icekream's creative vision can be seen in his collaboration with PapaGirlClub, a teal and millennial pink-inspired online merchandise site where icekream's branded merchandising can be found exclusively.

Icekream's fearless, experimental, and progressive style has earned him a rapidly growing fan base, and he aims to continue creating records into all parts of the world.

ENDS.

About IceKream: Raised in Paris, Emirati music producer, iceKream has been active in the music scene since his early days as a DJ from 13 years of age. By the time he was 24-years-old, icekream decided to pursue his musical dream full-time. After meeting his music partner TroyBoi, they decided to launch a Trap attack on Soundcloud as unique artists and as a production/DJ duo named SoundSnobz. IceKream and TroyBoi were quick to embrace the growing Trap music scene in the U.S. and helped it spread globally. Their fearless, experimental, and progressive style has earned them a rapidly growing international fan base and collaborations with underground and mainstream artists alike. They have worked with such notable artists as Wyclef, Diplo and more.

Music links:

<u>Soundcloud.com/icekream</u> <u>Soundcloud.com/SoundSnobz</u>

Spotify: https://open.spotify.com/artist/2galPiqlafTVwapOByHeVQ

iTunes/Apple Music: icekream

YouTube: icekream

For more information, contact: Amaka Olele Account Coordinator amaka.olele@soulcommunications.ae







### Khalegi Times

HOME

## Local Emarati music producer, icekream, releases first EP

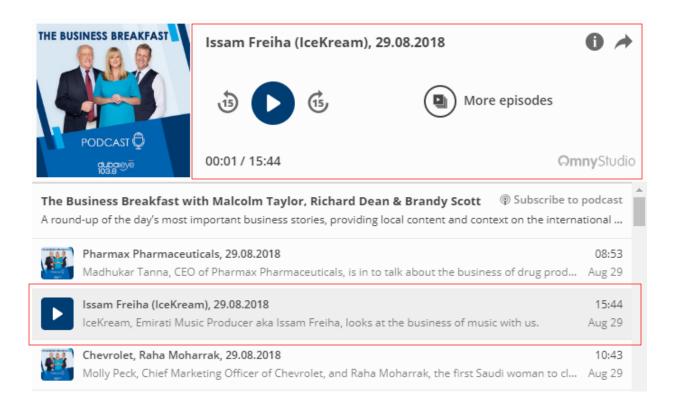
David Light Filed on August 12, 2018



icekream opens up about his musical journey, challenges faced and what influences and inspires



## Podcast



#### Bite-sized Business Breakfast, 29.08.2018:

https://omny.fm/shows/businessbreakfast/playlists/podcast/embed?style=artwork



I also have a keen interest in fashion and music as in evident on my Instagram: (<a href="https://www.instagram.com/theamakachronicles/">https://www.instagram.com/theamakachronicles/</a>).



This blog showcases my love for fashion and allow me to express my creativity is a window into the music, food and fashion and movies.