

# Khalisah K. Stevens

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## WORK EXPERIENCE

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### Freelancer

Dubai, UAE

*Sustainability Kiosk: Marketing and Events Support*

May 2024 - Present

- Manage social media platforms, aid on podcast series, create and manage newsletters, and assist on events

*Diriyah Gate Authority: Technical Content Support*

May 2024 - Oct 2024

- Collaborate with stakeholders in the Technology and Design teams on internal comms and intranet

### Global Destination Sustainability Movement (GDSM)

Barcelona, Spain

*Sustainability Consultant*

Jun 2021 - May 2023

- Advocated for clients as the account manager for key Destination Management Organisations (DMOs) across Europe and Asia, including Amsterdam&Partners, Failte Ireland, VisitOslo, Marketing Liverpool, Sarawak Tourism Board, Singapore Tourism Board, and more
- Conducted sustainability assessments of a destination's sustainability practices against the GDS-Index criteria
- Managed relevant stakeholders on the full cycle of the GDS-Index audit by preparing performance-based reports
- Hosted, [presented](#), and moderated the 'Feeling the Pulse' webinar series for 100+ online attendees
- Delivered a [TEDxTalk](#) in Barcelona about how destinations work with the Sustainable Development Goals (SDGs)
- Project managed and improved the assessment cycle for the team of assessors and clients
- Drafted and produced the organisations' [top-level report](#) on the performance of destinations in the 2022 GDS-Index

### Dubai Tourism

Dubai, UAE

*Digital Project Manager*

Nov 2017 - Jan 2020

- Managed a team of writers and designers for the web promotion of Dubai Tourism's leisure events and business news
- Collaborated with the in-house development and creative agencies to align dates and deliverables
- Guided stakeholders on both the client and agency side to ensure smooth execution of projects

### Almosafer

Dubai, UAE

*English Content Manager*

Oct 2015 - Oct 2017

- Joined the organisation at the startup stage and coordinated with the UX design and tech teams on wireframes, text and CTAs for what would become the first iteration of the Almosafer/Tajawal flight booking web and app experience
- Managed the English content across the web and app platforms by leading the English content team of writers and coordinating with the Arabic content team to ensure seamless translations between the two main languages
- Worked alongside the UX design, tech, and product teams to ensure accurate and engaging content is always reflected
- Led weekly standup and brainstorming meetings with the marketing team to prepare for promotional launches

## EDUCATION

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### GSTC Training

Sevilla, Spain

*Professional Certificate in Sustainable Tourism*

Graduation Date: Dec 2022

### Ostelea Tourism Management School

Barcelona, Spain

*Master in Sustainable Tourism and Management of Resources and Destinations*

Graduation Date: Jun 2021

### American University of Sharjah

Sharjah, United Arab Emirates

*International Relations with a minor in Middle Eastern History*

Graduation Date: Aug 2011

## LANGUAGES (CEFR STANDARD)

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**English:** C2 Native | **Bahasa Malaysia:** B2 Business proficiency | **Arabic/Spanish:** A2 intermediate | **Bangla:** A1 Basic