



Kandi

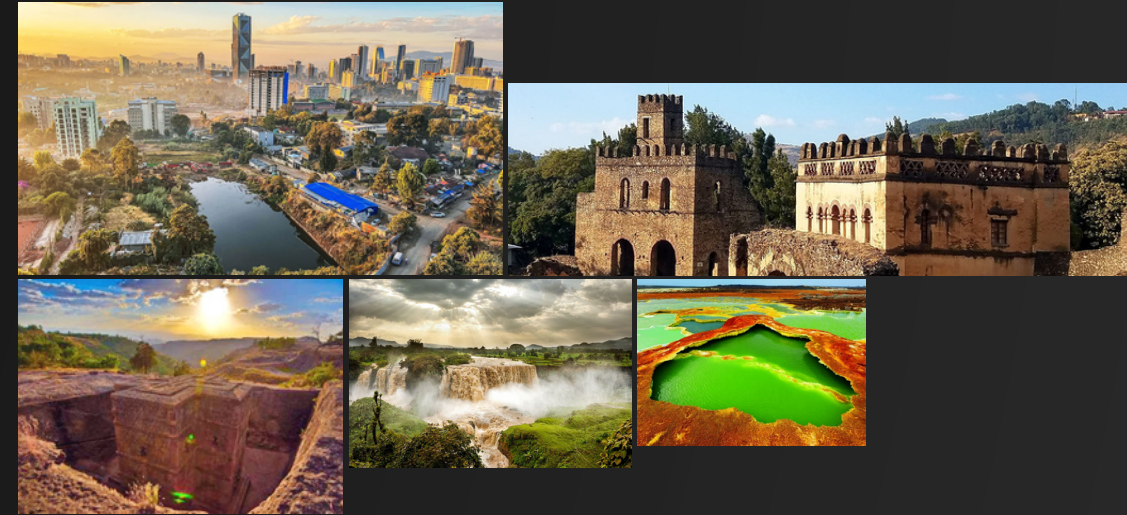
Sociocultural.

Authentic.

Futurist.

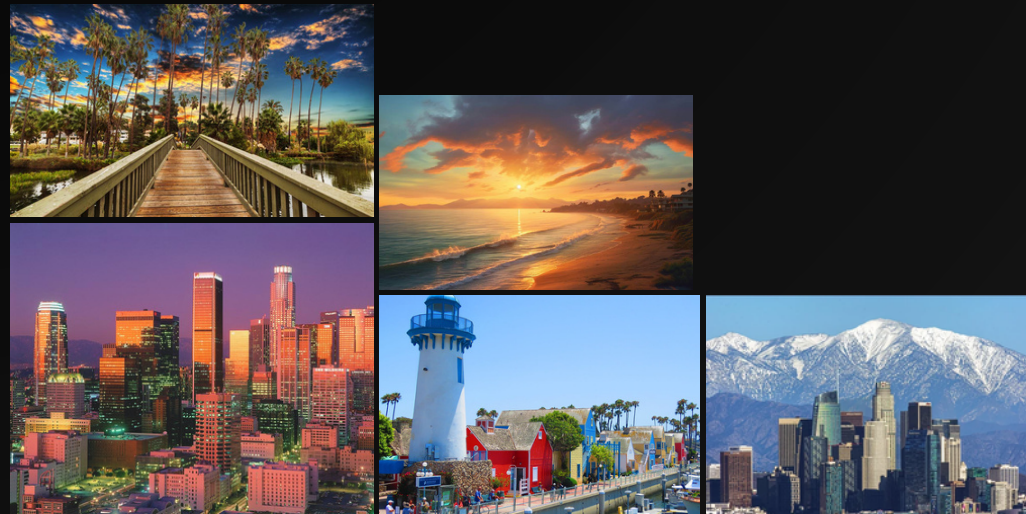
WHO.

I am a **multi-faceted global curator** born in **Addis Ababa**, bred in **Los Angeles**, and currently residing in **Amsterdam**. I was raised by successful and inspiring women, including my mother, the first female Ethiopian doctor in history. Growing up in a family that prioritized philanthropy and activism, I developed a passion for socially **impactful initiatives**. My extensive experience includes collaborations with numerous brands, start-ups, and scale-ups, **executing strategic campaigns** and activations that **resonate across various cultures and industries**.



WHY.

My core motivation is driven by a commitment to social impact and innovation. With over **24 years of experience**, I have carved a unique path in the global market, particularly within the **EMEA** region. Through my extensive work in the live music sector and strategic collaborations, I have built a **vast international network** dedicated to **fostering positive change** and driving groundbreaking ideas. By leveraging my expertise and connections, I aim to make a meaningful difference, continuously **pushing the boundaries** of what's possible.



Looking ahead, I **aim to leverage** my existing skills and relationships towards a **second career in Film / TV** across Europe and the United States. My passions fuel my dynamic approach to every project. By combining my rich history, impactful collaborations, and **forward-thinking vision**, I am poised to continue making waves in the **creative and corporate worlds**.

HOW.

CONTACT:



SCOPE OF SERVICES.

INNOVATIVE BRANDING

Crafting innovative strategies designed to capture attention and engage audiences through compelling storytelling, aesthetically pleasing content, and unique experiences - ARE KEY! I strive to blend **traditional marketing principles with imaginative thinking to develop campaigns that resonate emotionally**, driving brand loyalty and inspiring action.

My goal is to leverage diverse media channels and cultural trends, in order to ultimately **cultivate impactful relationships between brands and their audiences.**

STRATEGY • CURATION • ACTIVATIONS

TOURING

This part of the journey takes artists on the road to connect them directly with their fans. The process involves the critical role of the booking agent, who meticulously **plans schedules, secures venues, negotiates contracts, and coordinates logistics** to ensure a seamless and successful tour.

I've forged **strong relationships with various independent promoters and bookers** at venues across the EMEA region. My personal background has given me **a unique edge in anticipating the wants and needs of American artists**, often providing comfort and ensuring a seamless travel experience.

CONCERT PROMOTION • SUPPORT • TOUR MANAGEMENT

PUBLIC SPEAKING

It's not just about delivering a message; it's about **connecting with people, sharing stories that resonate, and creating a lasting impact.** This art form has opened doors to new opportunities, bolstered meaningful relationships, and in some cases helped place me on the radar of those whom otherwise may not have crossed my path. I've also lent my voice to commercials and documentaries in the past

Whether addressing a small group or a vast audience, **I aim to incorporate a blend of humor, confidence, clarity, and authenticity.**

PANELS • HOSTING • VOICEOVERS • CURATION

CONSULTING

The focus is **providing expert guidance on developing and enhancing a brand's identity, presence, and engagement strategies.** For small businesses, this could also include developing basic brand assets (ie: logo), crafting targeted marketing campaigns, optimizing digital presence, and building a loyal customer base through personalized branding efforts.

I aim to ensure consistent brand messaging, strengthen brand loyalty, and **drive growth by effectively communicating the entity's value proposition to the target audience.**

CREATIVE DIRECTION

My favorite hat to wear is that of the visionary **weaving a cohesive and compelling narrative through content creation, production design, and experiential events.** Conceptualizing ideas and creating strategic content that engage and inspire audiences is where the creativity ultimately lies. Bringing those stories to life on a production set by **overseeing every creative aspect from set design to cinematography is truly an art form.** In some cases, crafting an immersive in-person experience that's both grand and unforgettable is essential; other times, it's the **subtle, detailed touches** that make it engaging and memorable.

This is where all my career skills and passions converge. I find **turning ideas into tangible experiences fulfilling because it illustrates and shares inspiration.**

CONCEPT DEVELOPMENT • EVENTS • CONTENT CREATION

CAREER HIGHLIGHTS.



YUKON										ANTHONY DAVID		
19:30	20:00	20:30	21:00	21:30	22:00	22:30	23:00	23:30	00:00	00:30	01:00	01:30
	CAPRICE				RAUL MIDON		DONNIE				OMAR	

The **North Sea Jazz Festival** is considered the **biggest indoor jazz festival in the world** and has a reputation for showcasing different areas of jazz from all eras. I've **booked and provided tour support services** for numerous performers for close to two decades.

First and only time an **independent producer** was granted the opportunity to program an entire line-up of a given stage a given stage.. We branded the concept as "**Bare Naked Brothers**" and it showcased select male soul singers in a stripped down format.



ADE is the most influential gathering for global electronic music and its industry. I **curated and produced** a 5- Day event highlighting the various ways that the globally dominant genre took its influence from jazz and soul music. The chosen mediums were a multidisciplinary **art expo**, **fashion bazaar**, **documentary screening**, **house / ballroom showcase**, and a **live jam session** featuring 16 soul singers from NL, UK, and US.

This event was hosted by Heidi Klum and Ludacris, and held in **Frankfurt**. The show saw the addition of new regional categories to compete in the **Best Worldwide Act**. I served as **artist liaison** for those nominees.

The event took place in **Amsterdam's** Ziggo Dome, but several performances took place at remote locations around the city. The show included a controversial moment, when Miley Cyrus appeared to light up a joint on stage while accepting her award. I provided **production support** for the secondary locations.



This edition took place in **Rotterdam**. MTV opted to color the trophies purple in honor of Prince, who'd passed away just prior. I served as **artist liaison** and provided **tour support** services for select artist camps.



A sample of additional **festival** collaborators throughout the years.



Services: **Special Event Collaborations**

Territory: **Europe**

CAREER HIGHLIGHTS.

SAMSUNG



Samsung rolled out the “**Samsung x You**” campaign across Southeast Asia and Oceania (SEAO), offering an unparalleled opportunity to experience limitless device customization possibilities. Displaying the extensive collection of accessories available for the **Galaxy Z Flip5**, the initiative encouraged users to express their individuality through their devices. In addition, Samsung **collaborated with renowned local artists and brands** to bring region-exclusive accessories that incorporate cultural elements — providing users with unique colors, themes and designs to choose from. My main focus was **to ensure we reached grassroots demographics through the micro-viral segments** of the campaign in Malaysia, Singapore, and New Zealand.

Galaxy Z Flip



Forbes reported that the campaign helped make the “**I'm Lovin' It**” jingle one of the most well-known advertising catchphrases in history and resulted in a **5.7% rise in global sales** for the food chain in the first year alone.

“Justified” marked a successful debut for Justin Timberlake in Europe, **achieving both commercial success and critical acclaim**. The album garnered him 4 hit singles globally.

The “I'm Lovin' It” campaign is still cited and studied by marketers all over the globe as **a model for effective brand marketing and advertising**. It was my first brand crossover campaign, and still one of the projects I'm most proud to have been a part of.



Pernod Ricard introduced **Malibu Red** to the European market as **a vibrant and mixable fusion of Caribbean Malibu rum and Mexican Olmeca Tequila**. The launch of this unique innovation was spearheaded by R&B singer-songwriter, producer, and then newly appointed creative director, **Ne-Yo, who produced the song “Burning Up” especially for this collaboration**. The beverage launch was supported by a 360° marketing campaign designed to build awareness and engagement with consumers through the slogan “**Taste the Smooth Feel the Fire**”. I promoted both the single and product **through our street team and social media**.

Services: **Global Campaigns**

Territory: **Benelux / SEAO**

CAREER HIGHLIGHTS.



Musiq Soulchild's music significantly contributed to the growth and prestige of Def Soul. He developed a cult following among European R&B and Neo-Soul fans.



As one of the last major rap cliques to emerge out of the 90s, the Ruff Ryders were a street smart independent unit, that launched the careers of Eve, Swizz Beatz, DMX, and many more.



Jay-Z dominated the music charts with these releases, and also expanded his influence into business, fashion, and culture. These albums helped shape the European hip-hop scene, and amplified his global brand presence.



The success of these albums promoted Ja Rule to international dominance, and made Murder Inc. one of the biggest labels in the United States and Europe.

As the flagship artist used to launch Def Jam South, these albums produced Ludacris' biggest hits including "Area Codes" and "Move Bitch".



I served as exclusive street promo company for these highly influential boutique Hip-Hop / Soul labels.



Services: **Marketing**

Territory: **Benelux**

CAREER HIGHLIGHTS.

The Scottish whiskey liqueur brand needed help **introducing its new bottle to the Dutch market**. We hosted a launch party with influencers and local F&B personalities. We asked top mixologists in major cities to craft custom Drambuie cocktails and share them with their customers during our **"Drambuie Bottle Swap Tour."**



Over the years, I've been asked to **curate, promote, and /or produce** screenings, premieres, afterparties, and viral campaigns for both mainstream and independent film companies. The three international releases highlighted above set me on this path two decades ago. Besides showcasing the feature releases, my team also promoted their respective soundtracks. Additional notable films are highlighted below.

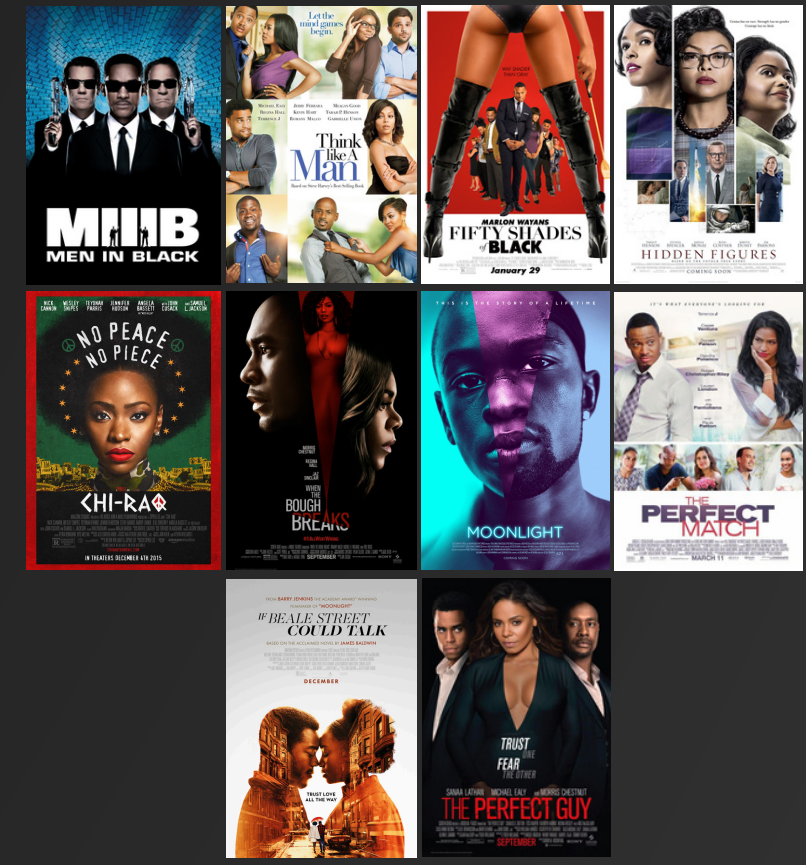


This French multinational brand is the **largest hospitality company in Europe**, and the sixth largest company worldwide. I've been a long standing premier **external event partner** for their global sales events, staff reward campaigns, investment conferences, and annual New Year's parties for both their hotel management and investment subsidiaries.



I've developed, curated, and produced various **in-house concepts**:

- **SOUL OF...** - Themed after U.S. cities with their own musical sound and featured acts from there
- **DECKS with CHEFS** - Pop-up restaurant rented out to establishments as a marketing tool while giving audiences affordable access to fine cuisine
- **Mix, Mingle & Move** - Mixer for brands, influencers, and select consumers



Services: **Activations / Experiential Concepts**

Territory: **Benelux**

CASE STUDY.

OBJECTIVE

Rebrand McDonald's image to appeal to a younger, more dynamic audience and improve sales.



KEY STRATEGIES

- **CELEBRITY ENDORSEMENT** (Justin Timberlake recorded the catchy "I'm Lovin' It" jingle, which became central to the campaign, and appeared in music videos, commercials, and live performances)
- **CONSISTENT MESSAGING** (the "I'm Lovin' It" slogan was used globally, ensuring a consistent message across all markets, including the Benelux region, and was integrated into all forms of communication, from TV ads to in-store promotions)
- **MULTICHANNEL MARKETING** (in the Benelux region, adaptations of the global ads were created to better connect with the local culture and language, engaging local celebrities and influencers to complement Timberlake's global appeal and ensure relevance locally)

RESULTS

- **INCREASED BRAND AWARENESS** (the campaign significantly boosted brand visibility and recall in the Benelux region, with Justin Timberlake's popularity contributing to a positive association with the McDonald's brand)
- **SALES GROWTH** (there was a notable increase in sales, particularly among the target demographic of young adults and teenagers)
- **ENHANCED BRAND PARTICIPATION** (the campaign successfully shifted perceptions of McDonald's from just a fast-food chain to a trendy and appealing brand, further amplified by positive media coverage and word-of-mouth)
- **CUSTOMER ENGAGEMENT** (interactive elements, such as promotions and events featuring Timberlake's music, engaged customers and encouraged participation, with social media playing a crucial role in amplifying the campaign as many users shared their experiences and used the campaign hashtag)



IMPACT

- **ENHANCED BRAND ASSOCIATION** (the "I'm Lovin' It" jingle, became a viral hit, further embedding his presence in popular culture and positively reflecting on his brand, which contributed to increased interest in his music and overall persona)
- **SALES & MARKET PENETRATION** (Timberlake's music saw increased sales and streaming in the Benelux, as the campaign's reach helped him penetrate new markets and demographics, creating a cohesive branding effort)
- **CHART SUCCESS** ("Justified" achieved significant success in the Benelux, peaking at number 3 in the Netherlands and number 5 in Belgium, with singles like "Like I Love You" and "Cry Me a River" reaching the top 10.)
- **OVERALL POPULARITY** (touring played a crucial role in promoting Justin Timberlake's debut solo album and expanding his fanbase in the Benelux region, featuring special coordinated parties during his European tour and driven by the "I'm Lovin' It" McDonald's campaign)



Services: **Cross-Industry Marketing**

Territory: **Benelux**

CASE STUDY.

OBJECTIVE

To create a strong brand identity for Malibu Red and drive awareness and sales in the Benelux region.



KEY STRATEGIES

- **CELEBRITY ENDORSEMENT & MUSIC INTEGRATION** (Ne-Yo served not only as a spokesperson but also as the creative director, influencing the campaign's visual and musical elements by designing promotional materials and contributing to the creation of the theme song, "Burning Up." The song's upbeat and catchy nature helped to associate the Malibu Red brand with energy and excitement)
- **DIGITAL PLATFORMS** (exclusive content, including behind-the-scenes footage and interviews with Ne-Yo, was used to drive online engagement)
- **PARTIES & PROMOTIONS** (special launch parties and promotional events featuring Ne-Yo and "Burning Up" in Amsterdam, Brussels, and Luxembourg City created buzz and drove sales, with VIP access and exclusive experiences adding allure, while point-of-sale materials and in-store promotions encouraged trial and purchase)
- **PARTNERSHIPS & COLLABORATIONS** (collaborations with popular local influencers and DJs amplified the campaign's reach and resonance in the Benelux nightlife scene, as influencers promoted the brand through their channels and at campaign events)

RESULTS

- **SALES PERFORMANCE** (the campaign led to a substantial increase in Malibu Red's sales and market share in the Benelux region, with a significant uplift in both volume and revenue during the initial launch period, positioning it as a prominent product in the rum and tequila category)
- **RETURN ON INVESTMENT** (the campaign's high-profile events and celebrity endorsements, particularly Ne-Yo's involvement, provided a favorable ROI by increasing sales and brand recognition, thereby justifying the marketing expenditures)
- **SOCIAL MEDIA & DIGITAL ENGAGEMENT** (engagement on social media platforms increased substantially, with high levels of interaction, shares, and mentions related to the campaign, BTS content and Ne-Yo's involvement)



IMPACT

- **EVENTS** (launch parties and promotional events in key cities drew significant crowds with VIP experiences and exclusive performances, facilitating direct consumer interaction, enhancing brand loyalty, and creating memorable experiences that drove word-of-mouth promotion)
- **INFLUENCER REACH** (collaborations with local influencers and DJs amplified the campaign's reach and resonance, leading to effective promotion through their channels and increased visibility within the nightlife scene)
- **MUSIC** (Ne-Yo's single "Burning Up," backed by Motown, significantly impacted the Benelux market through extensive media coverage and radio play, boosting its visibility and popularity, while its tie-in with the Malibu Red campaign enhanced engagement and brand synergy)

Services: **Cross-Industry Marketing**

Territory: **Benelux**

ADDITIONAL* CLIENTELE & PARTNERS.

ARTISTS

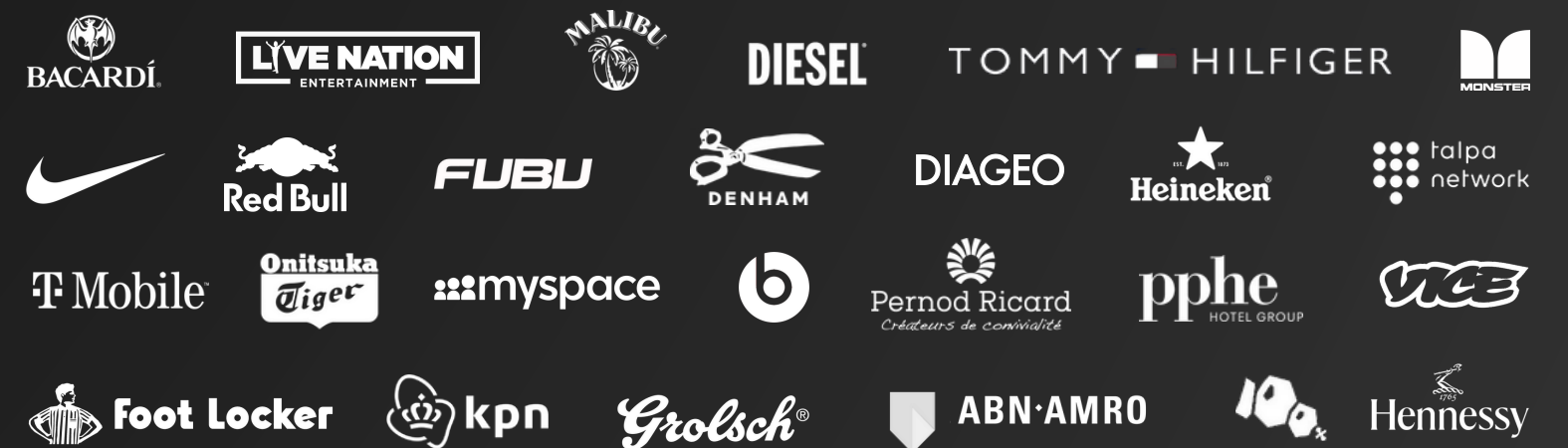


* Plus a slew of **independent** artists

RECORD COMPANIES



BRANDS



* Plus an array of **start-ups** and **nonprofits**

AGENCIES



ORGANIZATIONS



Services: **Marketing / Touring / Consulting**

Territory: **EMEA**

UNIQUE SELLING POINTS (USPs).

PROFICIENCY

- **LEADERSHIP** (possessing the ability to inspire and guide creative teams in branding and event production, coupled with strong decision-making skills and effective task delegation in dynamic environments)
- **BRANDING** (expertise in developing long-term branding strategies that resonate with target audiences, combined with the ability to anticipate market trends and adapt brand messaging accordingly)
- **FINANCIAL ACUMEN** (proficiency in budgeting for events, content production, and consulting, with strong financial acumen and data-driven decision-making to maximize ROI)
- **MARKETING** (expertise in creating and executing marketing strategies that enhance brand visibility and drive engagement, coupled with a strong ability to build and maintain client relationships in the consulting space)
- **VISION** (ability to generate innovative ideas and drive creative solutions in branding and content production, while leading the creative direction for projects to ensure alignment with brand vision and goals)
- **ADAPTABILITY** (flexibility to pivot strategies and approaches based on client needs and market dynamics)
- **PROBLEM-SOLVING** (strong analytical skills to identify issues and develop effective solutions, combined with creative thinking to overcome obstacles and achieve business objectives)
- **DIALOGUE** (excellent verbal and written communication skills for client consultations, team collaborations, and content creation, with a knack for conveying ideas clearly and persuasively to diverse audiences)

IMPACT

- **GROUNDBREAKING PROMOTER IN SOUL MUSIC** (instrumental in breaking major artists like Jill Scott, Erykah Badu, India.Arie, JoJo, and Ledisi in Europe, while pioneering initiatives to uplift and promote local soul talent)
- **EXCLUSIVE ACTIVATIONS FOR LEADING BRANDS** (served as the exclusive promo company for prominent multi-national brands and record labels, developing and executing high-impact promotional strategies)
- **CONNECTIONS** (built a robust network of creatives, influencers, and corporate giants, leveraging 24+ years of industry experience to foster global connections and collaborations)

LANGUAGES

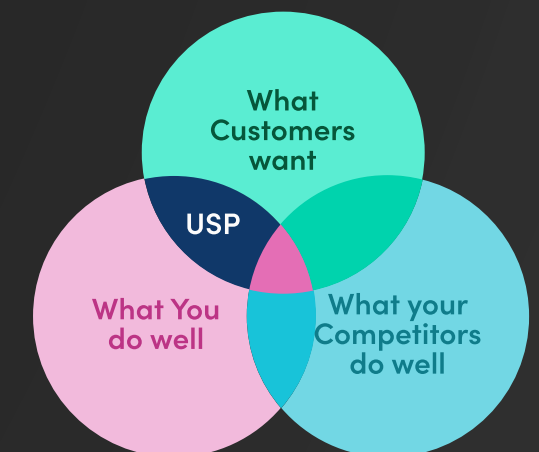
- **ENGLISH** (fluent)
- **DUTCH** (advanced)
- **AMHARIC** (intermediate)
- **FRENCH** (basic)

PASSIONS

- **CULTURE**
- **SPORTS**
- **FASHION**
- **CONTENT**
- **TECHNOLOGY**

CHARACTERISTICS

- **RESILIENT**
- **METICULOUS**
- **EMPATHETIC**
- **COLLABORATIVE**
- **PROACTIVE**
- **ETHICAL**
- **CURIOUS**
- **CONFIDENT**



WORD ON THE STREET.

Rudii ★ is one of a kind — part creative director, part philosopher, part strategist — she brings a leadership point-of-view to any project. With her diverse background in projects from events to music to small business, her skill set is unmatched. I cannot speak more highly about her attention to detail and quality. A true partner with whatever project she takes on.

- Art Director / Brand Designer

Rudii ★ is a much appreciated "Nu-Soul" specialist promotor, booker, and event producer. She is very dedicated to her artists. Original in her conceptual thinking and she has been in the business long enough to be realistic in her approach.

- Managing Director (venue)

I've come to know Rudii ★ as a very creative, fun, energetic, up sweeping, charismatic, experienced, humble and sound professional. She has the gift of understanding when a client just wants what a client wants and when the client may be pushed, just a little further. All in a very pleasant and professional manner.

- Hospitality Entrepreneur / Sustainability Advocate

Rudii ★ = Fun! Not only is she a great curator, she is on top of everything and attention to detail is her motto. We had her moderate and speak at three sessions at our tech conference. She came through with the perfect combination of serious and funny at just the right times. If you want to smile a lot - work with Rudii 😊.

- International Tech Conference Founder

Rudii ★ has been an incredible resource to myself and my company for over the last 15 years. Her hard work, attention to detail and true passion for the work is beyond comparison. She has been able to go outside of the boundaries of just music and is a true brand marketer including film, tv, and the fine arts. I look forward to our future work together. There is no one else like her!

- Music Marketer / Event Producer / Philanthropist

Rudii ★ is an absolute professional when it comes to doing business. She is a go-getter and knows what she wants, how she wants it and doesn't hesitate to make it happen. I have worked with her on several of her showcases, where she gave me the opportunity to contribute to her work and feature her clients. Next to her business mind, she is a great person to be around and learn from. Her feedback and mind boggles are valued much as her creativity, always approaches business from different angles. Rudii ★ is also a pleasure to work with as her personality is not as serious as her business mind is and laughs are definitely part of being around her.

- Music Journalist

Rudii ★ was a tremendous asset when it came to organizing the global investment meeting for our parent company. In addition to providing support for the conference itself, she produced the afterparty where she transformed our dull meeting rooms into an indoor adult playground with a food market, cocktail bars and great performances by bands, singers and DJs.

- General Manager (hotel)



Rudii ★ has a keen eye for detail in flowing processes. Her drive and focus are contagious which in turn moves any project in the right direction. Her knowledge and insight into the entertainment industry makes her a valuable partner to work with.

- Business Coach / Author