

A close-up portrait of a woman with voluminous, curly, light brown hair. She is looking directly at the camera with a neutral expression. The background is a gradient from dark purple on the left to bright orange on the right.

# 25 YEARS

**IN THE GAME**



# SCOPE OF SERVICES

## CONSULTING

The focus is on providing expert guidance to develop and elevate a brand's identity, presence, and engagement strategy. For small businesses, this can include creating brand assets, crafting targeted campaigns, optimizing digital presence, and building a loyal customer base through personalized branding.

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

## INTERNATIONAL TOURING

This service brings artists on the road, connecting them directly with fans. It involves booking agents who manage schedules, secure venues, negotiate contracts, and handle logistics to ensure smooth, successful tours. I've built strong relationships with independent promoters and venue bookers across the EMEA region.

*My background gives me an edge in anticipating the needs of American artists, offering both comfort and a seamless travel experience.*

## CREATIVE DIRECTION

My favorite role is that of a visionary, shaping cohesive narratives through content creation, production design, and experiential events. I thrive in bringing ideas to life, whether through strategic content, full-scale productions, or immersive live experiences, balancing bold impact with thoughtful detail.

*This is where all my skills and passions converge, turning inspiration into tangible, memorable moments.*

## BRANDING

Crafting innovative strategies that capture attention and engage audiences through storytelling, visually compelling content, and unique experiences is key. I blend traditional marketing principles with imaginative thinking to develop campaigns that build emotional connection, drive loyalty, and inspire action.

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

## HOST / MODERATOR

It's not just about delivering a message; it's about connecting with people, sharing stories that resonate, and creating lasting impact. This craft has opened doors, strengthened relationships, and put me on the radar of those I might not have reached otherwise. I've also lent my voice to commercials and documentaries. Whether speaking to a small group or a large audience,

*I aim to bring a blend of humor, confidence, clarity, and authenticity.*



**STRATEGY · PRODUCT ACTIVATIONS · EVENT PRODUCTION · CONTENT CREATION · PODCASTING  
TOUR MANAGEMENT · CONCEPT DEVELOPMENT · CONCERT PROMOTION · VOICEOVERS · HOSTING**



# CAREER HIGHLIGHTS

The “I’m Lovin’ It” McDonald’s 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.*

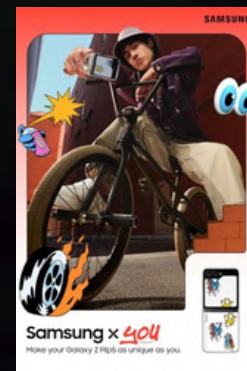
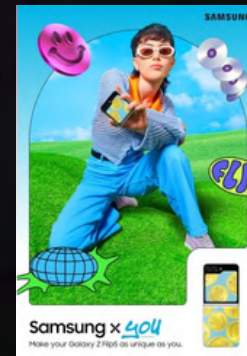


Forbes reported that the campaign helped make the “I’m Lovin’ It” jingle one of the most well-known advertising catchphrases in history and resulted in a 5.7% rise in global sales for the food chain in the first year alone.



"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.

## SAMSUNG Galaxy Z Flip



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.*



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 various social media channels.*

GLOBAL CAMPAIGNS

BENELUX / SEAO



# CAREER HIGHLIGHTS



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.*



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.*



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.*

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.*

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			

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



A sample of additional festival collaborators throughout the years.



Amsterdam Dance Event



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.

SPECIAL EVENT  
COLLABORATIONS

EUROPE



# ABOUT ME

## WHO

Known throughout my global network by the moniker Rudii ★, I'm a multi-faceted global curator born in Addis Ababa, raised in Los Angeles, and now based in Amsterdam. Inspired by a lineage of powerful women, including my mother, Ethiopia's first female doctor; and grounded in a legacy of philanthropy and activism, I bring a purpose-driven approach to branding, marketing strategy, and experiential event design. With cross-industry experience, I've collaborated with brands, start-ups, and scale-ups to craft culturally resonant campaigns and immersive experiences that connect and convert.

## HOW

Looking ahead, I'm channeling my experience in branding, storytelling, and production into a second career in film and television across Europe and the U.S. By leveraging my global network, creative direction skills, and passion for purpose-driven content, I aim to craft narratives that resonate on screen as powerfully as they do in real life. Rooted in a history of impactful collaborations and guided by a forward-thinking vision, I'm ready to make bold moves across both the creative and corporate spheres.

## WHY

I'm driven by a deep commitment to social impact and innovation. With over 25 years of experience, particularly across the EMEA region, I've built a global career rooted in purpose, creativity, and connection. My background in the live music industry and brand collaborations has shaped a far-reaching international network dedicated to bold ideas and meaningful change. I bring this ethos into every project, crafting experiences and strategies that not only resonate across cultures but also drive transformation where it matters most.





# CAREER HIGHLIGHTS

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



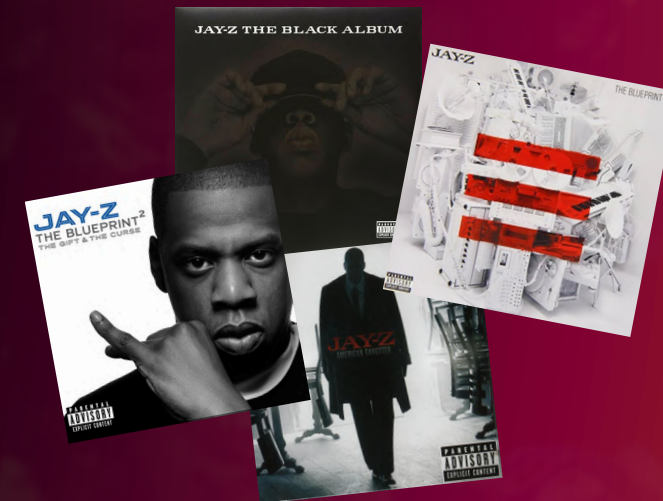
Musiq Soulchild's music significantly contributed to the growth and prestige of Def Soul. He developed a cult following among European R&B and Neo-Soul fans.



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, etc.



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.



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.



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



MARKETING

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. Top mixologists in major cities crafted custom Drambuie cocktails and share them with their customers during our "Drambuie Bottle Swap Tour."*

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

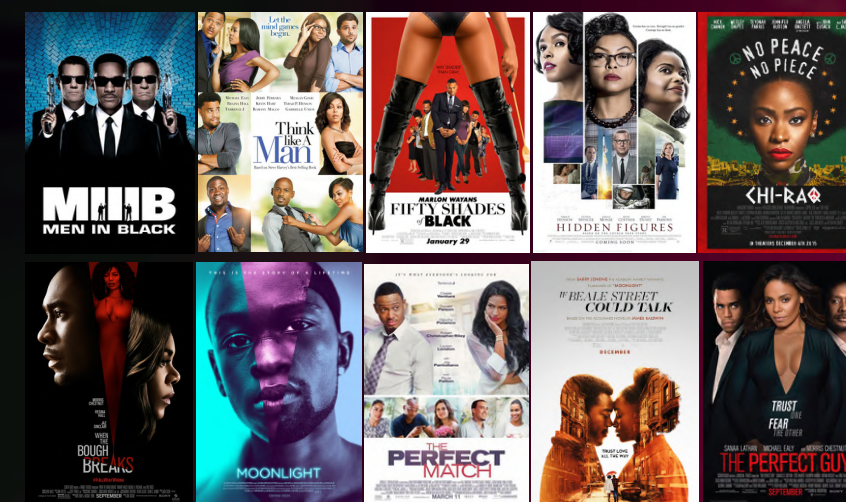
- **SOUL OF...** // Themed after U.S. cities with their own musical sound and featured acts from there
- **DECKS with CHEFS** // Pop-up restaurant rented out to establishments as a marketing tool while giving audiences affordable access to fine cuisine
- **Mix, Mingle & Move** // Mixer for brands, influencers,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



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.*



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.*



ACTIVATIONS /  
EXPERIENTIAL CONCEPTS

BENELUX



# SELECT CLIENTELE & PARTNERS

## ARTISTS



// Plus many more notable acts

## RECORD COMPANIES



## AGENCIES



## ORGANIZATIONS



## BRANDS



// Plus an array of start-ups and nonprofits

MARKETING / TOURING /  
CONSULTING

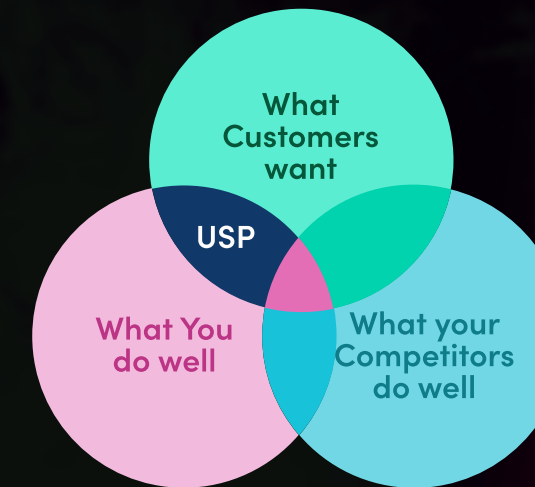
EMEA



# UNIQUE SELLING POINTS

## PROFICIENCY

- **LEADERSHIP //**  
Skilled at inspiring and guiding creative teams in branding and event production, with strong decision-making abilities and effective task delegation in fast-paced settings.
- **BRANDING //**  
Expert in crafting long-term branding strategies that connect with target audiences, with a keen ability to anticipate market trends and adjust messaging as needed.
- **FINANCIAL ACUMEN //**  
Proficient in budgeting for events, content production, and consulting, with strong financial acumen and data-driven decisions that boost ROI.
- **VISION //**  
Skilled at generating innovative ideas and driving creative solutions in branding and content production, while leading project direction to align with the brand's vision and goals.
- **ADAPTABILITY //**  
Flexibility to pivot strategies and approaches based on client needs and market dynamics.
- **PROBLEM-SOLVING //**  
Strong analytical skills to spot issues and develop effective solutions, paired with creative thinking to overcome challenges and meet business goals.
- **DIALOGUE //**  
Excellent verbal and written communication skills for client consultations, team collaboration, and content creation, with a talent for conveying ideas clearly and persuasively to diverse audiences.



## IMPACT

- **GROUNDBREAKING MUSIC PROMOTER //**  
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 BRAND ACTIVATIONS //**  
Served as the exclusive promo company for prominent multi-national brands and record labels, developing and executing high-impact promotional strategies.
- **REACH //**  
Built a robust network of creatives, influencers, and corporate giants, leveraging 25+ years of industry experience to foster global connections and collaborations

## LANGUAGES

- **ENGLISH //** Fluent
- **DUTCH //** Advanced
- **AMHARIC //** Intermediate
- **FRENCH //** Basic
- **ITALIAN //** Basic

## CHARACTERISTICS

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

## PASSIONS

- **FILM**
- **CULTURE**
- **SPORTS**
- **FASHION**
- **INNOVATION**



# 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.



CROSS-INDUSTRY MARKETING

BENELUX



## 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.



# CASE STUDY

## KEY STRATEGIES

- **CELEBRITY ENDORSEMENT & MUSIC INTEGRATION //**

Ne-Yo served as both spokesperson and creative director for the campaign, shaping its visual and musical direction by designing promotional materials and co-creating the theme song, "Burning Up." The song's upbeat, catchy vibe reinforced Malibu Red's association 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 events featuring Ne-Yo and "Burning Up" in Amsterdam, Brussels, and Luxembourg City generated buzz and boosted sales, with VIP access and exclusive experiences adding appeal, while in-store promotions and point-of-sale materials 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 event.

## OBJECTIVE

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

## 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.



Pernod Ricard  
*Créateurs de convivialité*



## 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.

CROSS-INDUSTRY MARKETING

BENELUX



# 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 ★ 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 a much appreciated "Neo-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)**

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 a 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 CHAIN)**

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 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**



# LET'S WORK!

RUDII ★

