



# LILITH DI FEĐE

## CREATIVE STRATEGIST & CONCEPTUALISER

Creative Lead | AI-Enhanced & Vision-Driven Experience Designer

Providing strategic consultancy for cultural and artistic contexts

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JVC.Dubai | UAE

lilith-di-feđe/

### ABOUT ME

"Multi-Awarded Creative Strategist & Conceptualiser, with +16 years of international experience. Proven track record in high-profile mega events, cultural festivals, and global trade fairs. Specialised in strategic consultancy for cultural and artistic contexts. AI-Enhanced Designer with a forward-thinking approach to immersive and vision-driven event experience creation. Committed to continuous learning and professional growth. Core strengths: INNOVATION, EXCELLENCE, ACHIEVEMENT.

### EDUCATION



- Bachelor of Business *Management for Art and Communication* - *Universita' La Sapienza, Roma (Italia)*
- MBA *Strategic International Marketing & Communication* - *Plymouth Marjon University, UK - on going*
- **CERTIFICATED COURSES (2023-2025)**
- Creative Thinking :Techniques and Tools for Success - *Imperial College London* – May 2025
- Artificial Intelligence and Business Strategy, (Microsoft&LinkedIn) - August 2023
- Sustainability Strategies -
- Product Innovation for Product Managers -
- Consumer Behavior: Using Neuroscience to Improve Your Marketing -
- Building and Managing a High Performing Sales Team - Developing a Diversity, Inclusion, and Belonging Program -

### CORE SKILLS



- Event Analysis & Research
- Creative Strategies
- Creative Conceptualisation & Narrative Innovation
- AI Enhanced Experience Designer
- Contents Creator & Proposal Development
- Creative Activation & Journey Design
- Visual & Aesthetic Development
- Product Knowledge, H2H, Brand Activism
- Innovation & Forward-Thinking
- Pitching Manager, PP, KN, Canva, Miro, Figma
- Strategic Communication, Collaboration & Management
- A high standard of professionalism in my work | (*DRK GM*)
- Structured Work Approach and Clear Visionary | (*about blank GM*)
- Highly Organized and Ability to Prioritize | (*ZMF Event GM*)
- An extremely solid technical knowledge | (*artlogic staffpool GM*)
- Highly well-received, outstanding, fresh and out-of-the-box thinking, exceptional concept creation, strong storytelling, and a strategic approach to idea development. | (*Ethara BPD Team*)
- Continuous Improvement
- Technical Acumen
- Cross-disciplinary Integration
- Innovative Program
- Client Relationship Management
- Creative Communication & Visual Strategy
- Goal-Oriented
- Innovative Problem Solving
- Quick Learner
- Sustainability & Inclusivity
- Fact-Finder & Ethical Decision-Making

### PROFESSIONAL ATTRIBUTE

#### Research & Content Development:

- **Event Analysis:** Identify gaps and opportunities by conducting in-depth research on similar events regionally and globally.
- **Trend Integration:** Analyzing and adapting current industry trends to align with event objectives.
- **Client History Review:** Evaluating past events to identify successes and areas for improvement.

#### Event Conceptualization:

- **Core Message Definition:** Establishing a central theme that aligns with the event's objectives.
- **Narrative Innovation:** Exploring unique, culturally enriched narratives that differentiate the event.
- **Client Alignment:** Ensuring all concepts reflect client values and strategic goals.

#### Activation & Journey Planning:

- **Creative Activations:** Design immersive and interactive experiences that resonate with the audience.
- **Technology Integration:** Incorporating AI, AV, and AR for dynamic, personalized engagement.
- **Spatial & Kinetic Design:** Utilizing art and motion-based installations to enhance interaction.
- **Journey Design:** Mapping out the guest experience, optimizing every touchpoint.
- **Ceremony Narrative Development:** Craft compelling narratives and detailed descriptions for ceremonies.

#### Visual & Aesthetic Development:

- **Branding Consistency:** Developing a cohesive visual identity, integrating key visuals across all platforms.
- **Collaboration:** Working closely with the graphic design team to create mood boards and visual representations.

#### Strategic Communication:

- **Messaging Strategy:** Craft a communication plan that ensures clear, consistent messaging aligned with event goals.
- **Engagement Narratives:** Develop Human-to-Human narratives for meaningful audience connections.
- **Presentation Development:** Prepare clear, impactful presentations with concise content.

#### Collaboration & Management:

- **Cross-functional Coordination:** Ensure all elements align with the event's concept and strategic objectives.
- **Budget Management:** Balance creativity with financial considerations to achieve project goals.
- **Collateral Oversight:** Supervise the creation of all event materials, ensuring they align with the overall theme.

#### Quality Assurance & Innovation:

- **Compliance & Accuracy:** Maintain high standards of proposal accuracy, supported by comprehensive records.
- **Sustainable Leadership:** Researcher for ethical practices and sustainability in the event planning aspects.

#### Team Leadership & Digital Adaptation:

- **Team Building:** Develop collaborative, high-performing teams.
- **Technology Utilisation:** Leverage digital tools and innovations.

#### Inclusivity & Sustainability:

- **Embedded Practices:** Integrate inclusivity and sustainability into every aspect of event design.
- **Eco-friendly Implementation:** Prioritize sustainable materials and accessible experiences.

#### Relationship Management:

- **Client Partnership:** Establish and maintain strong relationships, ensuring tailored solutions that meet client needs.

### KEY AREAS & RESPONSABILITIES





CREATIVE STRATEGIST, RESEARCHER

ETHARA – Sole Proprietorship LLC 2023 | ABU DABI - UAE - Contract - (December.2024-Present)

CREATIVE STRATEGIST, PROPOSAL DEVELOPER, CONCEPTUALISER

Inspire FZLCC –| Dubai - UAE – Full-Time - (November.2024-December2024)

PITCHES & PROPOSAL MANAGER | CREATIVE STRATEGIST & CONCEPTUALISER

Entourage Marketing & Events | Dubai - UAE - Full-Time- (March.24 – November 2024)

CREATIVE STRATEGIST & CONTENTS MANAGER (CLIENT: MINISTRY OF CULTURE)

Add Enterprise | RAMADAN SEASON (MOC) | TRITA (The Royal Institute Traditional Arts)| - KSA - Freelancer (Jan.24-March.24)

CREATIVE STRATEGIST, PROPOSAL DEVELOPER, CONCEPTUALISER

ETHARA – Sole Proprietorship LLC 2023 | ABU DABI - UAE - Freelancer - (January.2024)

COP28 - BLU ZONE - UNFCCC | COP28

Identity Middle Est | COP28 - UN - DUBAI - UAE - Freelancer - (November-December.2023)

GITEX GLOBAL X-LAB MANAGER & ASSISTANT PRODUCER

DBX - GITEX GLOBAL 2023 @ World Trade Centre | DUBAI - UAE - Freelancer - (October.2023)

PROJECT MANAGER, CREATIVE STRATEGIST, CONCEPTUALISER

Artlogic staffpool GmbH | Berlin - Germany - Full-time & Freelancer - (Juli.2022 - Apri.2023)

CREATIVE STRATEGIST, CONCEPTUALISER, PROPOSAL DEVELOPER

Levi's® Red Footwear & Accessories | Milano - Italy - Freelancer - (February.2021 – October.2021)

CREATIVE STRATEGIST, CONCEPTUALISER, PROPOSAL DEVELOPER

about blank eG | Berlin - Germany - (April.2019 - February.2021)

CREATIVE STRATEGIST, CONCEPTUALISER, PROPOSAL DEVELOPER

ZMF Event GmbH | Berlin - Germany - Full-time (May.2013 - March.2019)

CREATIVE STRATEGIST, CONCEPTUALISER, PROPOSAL DEVELOPER

ICT AG feat. Eclectique| Berlin - Germany - Full-time & Freelancer - (March.2016–2019- Apri.23-September.2023)

CREATIVE STRATEGIST | CREATIVE PROGRAM & CONTENTS CONSULTANT

KulturRaum Zwingli-Kirche | Berlin - Germany - Freelancer - (Apr.2012 to Apr.2013)

2023-2025: Award-winning proposals & creative strategies for mega cultural events with: ICT AG - Identity - ADD - Ethara - Ministry of Culture KSA:

MEGA EVENT, FESTIVAL & CULTURAL EVENTS: ABU DHABI AWARDS 2025, MANAR ART & LIGHT FESTIVAL 2026, ADQ CARNIVAL COMMUNITY FESTIVAL 2025-2026, UCI2028 Abu Dhabi, WATER SUMMIT2026 Abu Dhabi, KANJ AL JEEL & AL SAHAD, HATTA Dubai, SITTF2024, AI Qadsiah EVENT (KSA), YAS ISLAND WF, CTM FESTIVAL, COP28, GITEX Global2023, IFA23(Berlin), Greentech2023, UEFA Champions League2023 (UK), TRITA & RAMADAN SEASON (MOC /KSA), Festival of Light Berlin, Berlin Culture Senate, SKALAR, EXPO.

GLOBAL CONFERENCES: Endress+Hauser Exhibition Stand, Messe Conferences and Global Summit (München, Frankfurt, Berlin), Chelsie Manchester, IHS München

ENTERTAINMENT & FESTIVALS: Opening - Grand Media Stage, 80 Sekunden, Bamby Roadshow, SpongeBob Roadshow, Europa Park, Vorspiel & CTM Festival, Kulturraum x Berlinale, Superbooth x Schneidersladen, Flashdance22 Roadshow, Schlageboom 2023 (A), Heidenheim, Berlin Fashion Week.

RETAILS & BRAND SPACES: Showroom and Retail at Lufthansa Tower Satellite, McFit - World of Cyberobics, Gucci Barcelona, Adidas Event (Berlin and Prague)

AUTOMOTIVE & TECHNOLOGY EVENTS: BMW, Audi, Nokia, Microsoft - Operation, Daimler Brand Space, Audi City, Porsche - Advertising Shoot

FASHION & LIFESTYLE EVENTS: Gucci, Nike, Zalando, Adidas, Liebeskind, Levi's Red, YSL.

ACHIEVEMENT



Entourage Marketing & Events

- Action: Proposed innovative layouts and creative strategies, focusing on client goal identification, visual communication, conceptualisation, and content creation.
Result: Enhanced event engagement and communication efficiency, leading to successful outcomes, including:
My Awards 2024: Al-Qadhsia (Dammam - KSA), Sharjah Tourism and Culture (SITTF2024), Hatta (Dubai Culture), Ramadan2024 (MOC), ZNM, F1 Saudi 25
Ongoing 2024: Flowerman (KSA), Arabian Days - Abu Dhabi (Language Department for Culture and Tourism), IMAN, SEF2025. F1-2025 KSA

ADD & MOC Saudi

- Action: Pitched artistic Noor Ramadan for the Ramadan season.
Result: Successfully presented a culturally resonant concept, securing client satisfaction and approval.
Action: Proposed artistic conceptualization of education and awareness for Ramadan 2024, focusing on Noor Ramadan, Quran, and Observatory zones.
Result: Enhanced educational impact with innovative, audience-resonant content.
Action: Developed innovative concepts and content for TRITA (The Royal Institute for Traditional Arts).
Result: Delivered high-impact ceremony, exceeded the client's expectations, resulting in their complete satisfaction.

Freelancing with Different Agencies (Middle East)

- Action: Worked on projects including Yas Island, COP28, Islamic Games, and Expo.
Result: Delivered creative and artistic visual concepts that heightened event appeal and engagement.
Action: Developed visual concepts for the COP28 Pavilion focused on sustainability.
Result: Contributed to the pavilion's success with designs aligned with sustainability goals.
Action: Contributed to the Winter Festival, blending cultural and artistic elements into innovative experiences.
Result: Integrated cultural narratives, enhancing thematic coherence and audience engagement.

Artlogic GmbH

- Action: Awarded for numerous proposals and creative event developments.
Result: Recognised for creative innovation, raising the company's profile.

Artlogic GmbH

- Action: Strategized a post-pandemic recovery plan with a focus on sustainability.
Result: Strengthened operational efficiency and sustainability in event strategies.
Action: Streamlined operations and expanded partnerships.
Result: Achieved margin growth and enhanced international collaborations, driving success.

ICT AG & ECLECTIQUE

- Action: Created concepts, content, and designs for innovative multimedia events for top-tier conferences and global brands.
Result: Elevated brand recognition and client satisfaction through compelling experiences.

Levi's Red Event

- Action: Integrated brand ethos with innovative spatial designs for the 'Red' launch during Fashion Week 2021.
Result: Amplified brand resonance and contributed to a successful launch.
Action: Advocated eco-friendly event strategies and pandemic safety protocols.
Result: Maintained brand integrity while ensuring attendee safety and environmental sustainability.

ZMF Event, Anecoica Studio, about blank

- Action: Designed and led the creative direction of brand-centric workshops, panels, exhibitions, and Cultural Festivals.
Result: Enhanced brand visibility and fortified industry collaborations. Awarded
Action: Leveraged strategic promotions and key partnerships.
Result: Expanded outreach, securing collaborations with entities like Arte TV and CTM Festival.

Catalyst - Institute for Art and New Technology & CTM in Partnership (2016-2024)

- Action: Curated content for contests, panels, workshops, and Festivals, fostering cultural exchange and educational growth.
Result: Elevated the festival's profile as a hub for collaborative learning, supported by the Senate of Berlin. Awarded.
Action: Spearheaded teams in art, music, and tech workshops, blending academic knowledge with industry practice.
Result: Expanded the institute's influence and empowered students with valuable career insights.

ENCLOSED IS A LINK TO MY PORTFOLIO & MY METHODOLOGY. A COMPREHENSIVE VIEW IS AVAILABLE UPON REQUEST.



PORTFOLIO



LANGUAGES

ENGLISH, GERMAN, ITALIAN

PROFILE

Tony Robbins



REFERENCES

RECOMMENDATION LETTERS AND REFERENCES AVAILABLE UPON REQUEST.

ZMF Event: David Ciura (GM) | ICT AG: christian.pusch@ict.de (GM) | //about blank: Caroline Polster (GM) | Quest Agency: Jan Henschen (GM) | DRK: Tristan Martens (GM) Email: martens@drk-mueggelspress.de | Partnership: Catalyst - Institute for Creative Arts and New Technology: Ongoing collaboration since 2016. - Contact: Hannah Deans (GM) Email: hannah@catalyst-berlin.com , MOC, Entourage, Inspire, Add Enterprise, Sharjah TT, Sharjah Topaz, MOC Saudi, Ethara.



PERSONAL DETAILS

- GENDER: Female
NATIONALITY: Italian

- VISA: Freelancer Visa - PASSPORT: Italian Passport
DRIVER'S LICENSE: UAE - light vehicle