

SI'MONE 'DJ MONIE' LEWIS

STRATEGY • EDUCATION • EXPERIENCES • DJ SERVICES

Si'mone "DJ Monie" Lewis is an Atlanta-based educator, brand and monetization strategist, and experience architect working at the intersection of culture, creativity, and business. She began her career as a brand strategist and creative director, developing visual identities, positioning, and marketing systems for professionals, creatives, and companies.

In 2020, Lewis taught herself how to DJ and applied her background in branding, audience psychology, and marketing to intentionally build DJ Monie as a business and global brand. That strategic foundation enabled her to scale quickly from self-taught DJ to nationally and internationally recognized performer, educator, and consultant.

As an open-format DJ, DJ Monie has performed at corporate events, brand activations, festivals, nightlife venues, and private events across the United States. She was named one of **DJane Magazine's Top 100 Best U.S. Female DJs** in 2023 and 2024 and was a 2024 **Red Bull Turn It Up DJ Battle Finalist**. Performance highlights include headlining the **Melody Music Festival at Wanderland Campground** (2023 and 2025), performing at the **Red Bull-energized Tailgate at Mercedes-Benz Stadium**, and appearing at venues such as **Ghostbar at Palms Resort Casino** and **Jardín Dispensary** in Las Vegas.

Beyond performance, Lewis works with brands, organizations, and creatives to design culture-driven experiences, monetize communities, and build scalable education and event ecosystems. Her work spans brand and monetization strategy, consulting and advisory engagements, education and training programs, event curation, creative direction, and speaking engagements.

DJ Monie has been featured in **The Hype Magazine**, **KLAS News 8**, and more than 20 additional media outlets, and was quoted in **USA Today** for her work as Head of Marketing at Fract, a location intelligence software company. Based in Atlanta, Georgia, she works with clients and collaborators worldwide.