

SI'MONE 'DJ MONIE' LEWIS

BRAND STRATEGY • MONETIZATION • EDUCATION • EXPERIENCES

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. Before becoming a DJ, Lewis built 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 helped her rapidly scale 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 has been named one of **DJane Magazine's Top 100 Best U.S. Female DJs** in both 2023 and 2024 and was a 2024 **Red Bull Turn It Up DJ Battle** Finalist in Charlotte, North Carolina. Her 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 **Jardin 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 and keynote engagements.

DJ Monie has been featured in **The Hype Magazine**, **KLAS News 8**, and more than 20 additional media outlets. She has also been 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.

