

STRATEGY • EDUCATION • EXPERIENCES • DJ SERVICES →



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# DJ MONIE

SIMONE LEWIS

**MEDIA KIT & PROFESSIONAL PROFILE**



**EDUCATOR, BRAND &  
MONETIZATION STRATEGIST**

@thedjmonie





 ATLANTA

DJ Monie (Si'mone Lewis) is an Atlanta-based educator, brand and monetization strategist, and experience architect. Originally a brand strategist, she became a self-taught DJ and used her background in branding and marketing to build DJ Monie into a globally recognized brand. She has been named one of **DJane Magazine's Top 100 Best U.S. Female DJs** (2023 & 2024) and was a **2024 Red Bull Turn It Up DJ Battle Finalist**, with features including **USA Today**, **The Hype Magazine**, and **KLAS News 8**.

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**STRATEGY & EDUCATION**

- Brand / Monetization Consulting & Strategy
- Education & Training Programs
- Workshops & Conferences
- Curriculum & Programming Partnerships

**SPEAKING & EXPERIENCES**

- Keynotes & Panels
- Moderation / Hosting
- Retreats & Curated Experiences
- Culture-Driven Event Programming

**MOBILE DJ SERVICES**

- Corporate Events
- Brand Activations
- Festivals & Private Events
- Open-Format DJ (Travel Available)

**17K**

Followers

**62%**

Men

**41%**

Age 25-34

**21K**

Reach

**72K**

Impressions

 @thedjmonie

 www.djmonie.com

 bookme@djmonie.com

 310.344.7205



# SPEAKING + THOUGHT LEADERSHIP

DJ Monie is a sought-after speaker and facilitator at the intersection of brand strategy, monetization, culture, and education. Drawing from her background in branding, live experiences, and creative entrepreneurship, she delivers talks that are both strategic and grounded in real-world application.

Her speaking work is designed for brands, organizations, conferences, and creative communities looking to better understand how culture, creativity, and business intersect—and how to build scalable, sustainable ecosystems around them.

DJ Monie brings clarity, perspective, and actionable insight to every room, helping audiences move from inspiration to execution.

## SIGNATURE TOPICS

- **Brand Building & Monetization** - How to position expertise, design clear offers, and build revenue streams that align with values and vision.
- **From Creative Skill to Scalable Business** - Turning talent, knowledge, or community into sustainable, repeatable business models.
- **Culture-Driven Experiences** - Designing events, education, and programming that resonate, convert, and create long-term impact.
- **Strategic Reinvention & Pivots** - Navigating career shifts, growth phases, and identity changes with intention and strategy.

### SPEAKING FORMATS

- Keynotes
- Panels & moderated conversations
- Workshops & facilitated sessions
- Corporate trainings & retreats

### IDEAL FOR

- Brands and organizations
- Conferences and summits
- Creative and cultural institutions
- Corporate teams and leadership group

# CLIENTS + MEDIA



## SHOUTOUT ATLANTA

## DJ MONIE MEDIA KIT & PROFESSIONAL PROFILE

# WHO I WORK WITH

DJ Monie partners with brands, creatives, and cultural platforms through strategy-led engagements rooted in intention, clarity, and execution. While each collaboration looks different, the goal is always the same: meaningful impact and well-designed outcomes.

Use the sections below to find where you fit.

### BRANDS & ORGANIZATIONS

DJ Monie works with brands and organizations designing culture-driven experiences, monetizing communities, or building scalable education and event programming.

Engagements may include:

- Brand & monetization strategy
- Consulting & advisory
- Speaking & facilitation
- Education, training, and curated experiences

### CREATIVES & EDUCATORS

Support for creatives and educators building professional brands, packaging expertise, or moving from hustle to structure.

Ways to engage:

- Education & training
- Workshops & group experiences
- Templates, tools, and resources

### EVENTS & CULTURAL PLATFORMS

Collaborations with venues, producers, and cultural platforms to design intentional, well-executed events and experiences.

Includes:

- Conferences, festivals, and summits
- Panels, workshops, and curated experiences
- DJ services for select events

DJ MONIE MEDIA KIT & PROFESSIONAL PROFILE

# NEW VIDEOS

Click Video Box To Watch



🔥 DJ Monie 'The Risqué DJ' | Red Bull Turn It Up DJ Battle...



Atlanta Rooftop House Set 🔥  
Sunset Vibes by DJ Monie



Unleashing the Sonic Spell: DJ  
Monie's Electrifying Perform...

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# DJ MONIE MEDIA KIT & PROFESSIONAL PROFILE

## IN THE NEWS

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VoyageATL



VoyageATL

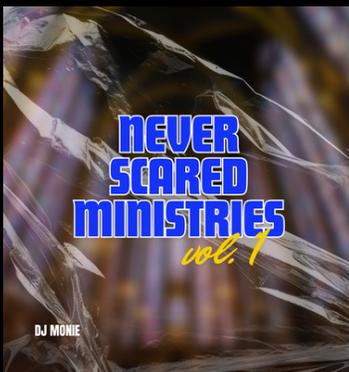


CANVASREBEL

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## RECENT MUSIC

Click Album Cover To Listen



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bookme@djmonie.com

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# WORK WITH MONIE



## MANAGEMENT

**Michael DeBarge**

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## PRESS/MEDIA INQUIRIES

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## BOOKING

**LaMarr "Mookie" Lewis**

Assistant

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# THANK YOU

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