



AMAD KAY

Creative Strategy • Brand Experience • Image • Production

Contact

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Paris

About Me

Senior Creative Strategist with 15 years of experience developing and leading creative projects across premium, image-driven industries. Accustomed to operating in high-trust, confidential environments alongside public figures and international private clients. Recognized for my attention to detail, organizational acumen, forward-thinking approach, and ability to connect ideas, people and projects. I am now seeking to bring this multidisciplinary expertise to an organization where image, creativity and innovation shape every project.

An idea becomes powerful when it creates a connection

PROFESSIONAL EXPERIENCE

Founder & Creative Director

Executive Producer • Creator & Host

LMKY [Let Me Know You], produced by MADAFKAY studios

Paris, 2022-Present

Independent media platform exploring the impact of visibility on identity, self-image and mental health across the creative industries

Vision, Concept & Editorial Strategy

- Created and developed a cross-disciplinary media brand at the intersection of fashion, culture, image and social impact
- Defined the concept, positioning, editorial direction and brand identity
- Designed an immersive talk show format exploring the tension between public image, identity and inner experience
- Shaped the content strategy and editorial formats across digital platforms

Creative Direction & Executive Production

- Led the pilot across the entire production lifecycle, from concept development to distribution
 - Crafted the creative script, including directing notes, interview sequencing and visual intentions
 - Translated the guest's universe through location, set design, cinematography and styling
 - Managed the budget, production schedule, external partners and end-to-end production logistics
- Delivered a pilot initially budgeted at €70K with €5K in direct costs through strategic cost optimization
- Recruited and managed a multidisciplinary team of over 25 creative, production and media professionals

Financing, Business Structuring & Development

- Led a crowdfunding campaign, raising €11,020 from 154 contributors and exceeding the initial target
- Founded MADAFKAY studios, a film and television production company
- Created strategic presentation and promotional materials, including the pitch deck, business model, press kit and trailer
- Engaged potential partners to support the financing, distribution and production of future episodes

Event Production | *LMKY en live!*

- Adapted LMKY's signature concept into a live format for festivals, record labels and cultural events
- Created and produced an interactive showcase within three weeks, combining an interview, audience-driven storytelling and live performance
 - Oversaw venue operations, ticketing and communications, including negotiations on artistic, financial and operational matters
 - Supervised interns and coordinated contributors within a fast-paced production schedule
 - Designed the audience engagement journey and video content integrated into the experience

Creative Director & Stylist

Private stylist • Wardrobe curator

A mad style

Paris, 2011-Present

Independent creative studio specializing in creative direction, styling and image consulting for artists, public figures, brands and an international private clientele

Creative Direction, Styling & Image

- Created visual universes and wardrobes aligned with each project's identity, narrative and positioning
 - Conceived creative concepts, moodboards and styling recommendations for editorials, campaigns, music videos and commercial productions
 - Curated every visual component, from styling, accessories and beauty to set design and visual storytelling
- Sourced fashion pieces and negotiated sample loans with designers, brands, showrooms and press offices

Artist & Talent Development

- Shaped the long-term image strategy for artists, including:
 - Sôra (2018-2021), in collaboration with management and record label
 - Emma B (2021-Present), across editorial, live performance and stage projects
- Directed styling for editorials, music videos, concerts, media appearances, red carpets and Fashion Week
 - Selected collaborations include Selah Marley, Jorja Smith, Ross Marquand and Marion Séclin

Brands, Campaigns & Creative Production

- Coordinated production teams, suppliers and assistants across editorial, advertising and audiovisual projects
 - Built a Paris-based team of 10 creative professionals and assembled local teams in London and Berlin for a production with Ms. Lauryn Hill & The Fugees
- Led the styling department for music videos and campaigns featuring casts of up to 30 lead and supporting performers, overseeing budgets, schedules, fittings, sourcing, returns, wardrobe logistics and supervising styling assistants
- Creative projects for Dior, LVMH, H&M, Netflix, Konbini, M6, Publicis, Courir x Adidas and Paris Saint-Germain
- Negotiated financial and operational agreements with clients, production companies and suppliers

Image Consulting & Private Clientele

- Provided bespoke image consulting to a predominantly female international clientele within high-trust, confidential environments, integrating style, body shape, color analysis and lifestyle
- Curated exclusive fashion experiences, including private shopping, Fashion Week, ateliers, showrooms and privileged access to fashion houses
- Developed business relationships with luxury concierge services, travel agencies and international partners
- Author of *Your Personal Style Transformation*, a 30-day styling method based on reinterpreting the existing wardrobe

ADDITIONAL EXPERIENCE

Prada - Stock Controller

Paris, Recurring assignments 2023-2026

- Managed merchandise flow, inventory and stock operations within a luxury retail environment
- Coordinated daily operations between the stockroom, sales teams, headquarters and support functions using SAP

Fashion, luxury & Fashion Weeks

Paris, Selected assignments, 2010 & 2015

- Supported showroom operations for Manish Arora's private buyer appointments (2015)
- Looked after and seated celebrities & VIP guests during Chanel (2010 & 2015) and Elie Saab (2010) fashion shows

Business Development, Communications & Partnerships

Paris, Fixed-term contracts, 2006 & 2008

- Contributed to business development, communications and partnership initiatives at Pennel Communication, a luxury, beauty and lifestyle communications agency (2006)
- Supported press and partnership operations for PAD Paris, one of the leading international art and design fairs (2008)

EDUCATION

Image Nouvelle, Paris
2010

Professional Certificate in Image Consulting

ISEFAC, Paris
2006

Bachelor's Degree in Communication
European Bachelor's Degree in Communication

LANGUAGES

French: Native · **English:** Professional bilingual proficiency · **Spanish:** Intermediate

CORE SKILLS

Creative Strategy & Brand Direction

Creative positioning · Creative direction ·
Visual storytelling · Brand strategy

Brand Experience & Audience Engagement

Experience Design · Audience journeys · Editorial, live
and audiovisual formats

Creative Production & Operations

Executive production · Budget management ·
Production leadership · Resource optimization

Cross-Functional Leadership

Multidisciplinary team leadership · Creative team
coordination · Decision-making · Priority management

Image, Styling & Creative Culture

Image strategy · Celebrity styling · Wardrobe curation ·
Cultural fluency across fashion, luxury & entertainment

Business Development & Strategic Partnerships

Business development · Negotiation · Partnerships
development · Relationship building