Mobtagha Bejaoui Amouri

LinkedIn, www.StudioMobtagha.com

I am a creative strategist and producer focused on experiential branding, cultural storytelling, and end-to-end execution. I have international experience in leading cross-disciplinary teams & translating conceptual vision into structured, scalable productions in creative settings, including creative agencies, fashion shows, and exhibitions.

EDUCATION

Ringling College of Art & Design,
Sarasota, Florida. May 2026
BA in Business of Art + Design
Concentration: Creative Strategy

The New School: Parsons Paris
Paris, France. May 2025
Strategic Design and Management
Focus: Innovation, Global Management

Louis Vuitton Moet Hennessy (LVMH)
Online Certification. Dec 2025
Creation and Branding.
Retail and Customer Experience.

WORK EXPERIENCE

Project Manager | Design Center @ Ringling College, Sarasota, Florida **12.2025 - Present**

- Managing an interdisciplinary team of 8 members to deliver a high-end marketing campaign.
- Conducted deep-dive trend analysis for Gen Z and Millennials marketing and social media advertising.

Creative Director & Project Manager | GENESIS (student org). Sarasota, Florida **05.2023 - Present**

- Directed a cross-disciplinary team of 109 students across design, production, modeling, and marketing.
- Built and managed operational systems for recruitment, scheduling, and live-event logistics for 400 guests.
- Rebranded Genesis from a student fashion show to a creative platform covering 12 disciplines.
- Led partnerships across departments to expand sponsorship fundraising 6000$ (20x increase from 2023 budget).

Student Worker | RCAD Institutional Technology. Sarasota, FL **08.2023 – Present**

- Diagnosed and resolved hardware and software issues for the student body and faculty.
- Maintained and optimized computers and electronic devices across campus

Events Internship | SRQ Media. Sarasota, Florida **05.2025 – 12.2025**

- Supported production of immersive brand activations and editorial-led events.
- Partnered with marketing and editorial teams to align experiential concepts with brand strategy.
- Developed visual merchandising strategies to enhance brand visibility by collaborating with local artists.

Strategic Researcher | ERES. Chanel X Parsons. Paris, France **02.2025 – 04.2025**

- Conducted a comprehensive market analysis and business model for post-mastectomy services, utilising business benchmarking tools and client discovery interviews.
- Designed strategic recommendations for product offerings, pricing structures, and customer journey optimization to improve accessibility and the customer experience at the local and international levels.

Curatorial Assistant & Co-Event Planner | Ringling Galleries, Fluid Impressions Exhibition **08.2023 – 03.2024**

- Conceptualized and executed end-to-end logistics for the exhibition, ensuring seamless coordination.
- Coordinated final shoots by booking photographers and curated mood boards to ensure a compelling outcome.
- *The exhibition won the Best of Ringling Presidential Award.*

AWARDS & HONORS

Trustee Scholar (2025), RCAD (The highest honor awarded to Ringling College of Art and Design students).
Davis Scholar (2022-2026), Davis Foundation (Received a full college scholarship for four years).
UWC Tunisia Scholarship (2020), UWC Pearson (from a 2% acceptance rate to get a full-ride IB education).

SKILLS

Creative & Strategy: Art Direction, Experiential Branding, Design Thinking, Cultural Research, Brand Positioning,
Production & Operations: Project Management, Cross-Functional Leadership, Event Logistics, Vendor Coordination
Tools: Figma, Adobe Creative Suite, Notion, Google Workspace, ClickUp, Asana, Microsoft Office.

LANGUAGES

Arabic: Proficient (*Tunisian dialect and Traditional Arabic*) | English: Proficient | French: Intermediate | Spanish: Elementary

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Co-Event Planner | Ringling Galleries, Fluid Impressions Exhibition **08.2023 – 03.2024**

- Conceptualized and executed end-to-end logistics for the exhibition, ensuring seamless coordination.
- Coordinated final shoots by booking skilled photographers and meticulously curated mood boards to ensure a cohesive and visually compelling outcome.

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