



JENNIFER MOONEY

SENIOR EVENTS DIRECTOR | GLOBAL EVENTS & BRAND EXPERIENCES

GLOBAL EVENTS | BRAND EXPERIENCES | LIVE ENTERTAINMENT | SPONSORSHIP ACTIVATIONS

Award-winning Senior Events Director with **14+ years of experience** delivering **large-scale events**, premium brand experiences, **live entertainment and immersive activations across the UAE** and Australia. Combines creative concept development, operational leadership and commercial thinking to deliver high-impact experiences for brands, sponsors, corporate clients and audiences.

CAREER HIGHLIGHTS

- Awarded Events Manager of the Year, Caterer Middle East Awards 2025
- Delivered 3,000+ events generating AED 18M+ in revenue
- Built partnerships with 200+ international brands, sponsors and corporate clients
- Directed multi-zone events welcoming audiences of 3,000+ guests
- Produced concerts, immersive activations, sponsorship campaigns and premium corporate experiences

SIGNATURE PROJECTS

Official FIFA World Cup Fan Zone 2026

Led the planning and delivery of one of Dubai's largest multi-zone fan experiences, covering sponsorship integration, brand activations, entertainment programming, guest experience and corporate hospitality.

Ed Sheeran 'Azizam' Global Pop-Up

Delivered the Dubai activation for Warner Music's global campaign, overseeing creative production, stakeholder coordination and immersive brand experience execution.

Live Entertainment Portfolio

Produced concerts and live entertainment experiences featuring OneRepublic, The Script, Marisa Monte and Razorlight, managing production, artist liaison, VIP hospitality and live operations.

Brand Partnerships & Experiential Campaigns

Developed experiential campaigns and sponsorship activations with lifestyle, entertainment, financial, wellness and premium consumer brands.

Wellness Experiences

Created a premium wellness event series that repositioned an entertainment destination into a daytime lifestyle experience through curated programming and strategic partnerships.

 Dubai, UAE

 +971 52 770 9905

 [linkedin.com/in/jennimooney](https://www.linkedin.com/in/jennimooney)

 jenni@jennimooney.com

CORE EXPERTISE

Experiential Strategy • Brand Activations • Sponsorship Integration • Live Entertainment • VIP & Corporate Events •
Creative Production • Budget Management • Stakeholder Management • Cross-functional Leadership

PROFESSIONAL EXPERIENCE

Director of Events | Bla Bla Dubai | 2020 – Present

- Lead the event strategy and delivery for one of Dubai's largest lifestyle and entertainment destinations, spanning live entertainment, brand activations, corporate events and premium guest experiences.
- Oversee end-to-end event delivery from concept development and planning through production, compliance, execution and post-event reporting.
- Manage sponsorship integration, entertainment programming, VIP hospitality, stakeholder coordination and cross-functional delivery across marketing, PR, production and operations.
- Build and maintain partnerships with international brands, sponsors, agencies and corporate clients.
- Act as Show Runner for high-volume programming and large-scale productions, ensuring seamless guest experience and operational delivery.
- Collaborate with executive leadership on event strategy, commercial planning, budgets and performance optimisation.

General Manager | Lock, Stock & Barrel | Dubai | Feb 2019 - Dec 2020

- **Managed operations** of a high-volume venue **generating AED 25M+ annual revenue, leading a team of 50+ staff**
- Oversaw **financial planning, budgeting, and performance analysis** to maximize profitability
- **Streamlined collaboration** across sales, marketing, and operations to improve efficiency and output
- **Led in-house and corporate events** hosting up to 400+ guests
- **Implemented staff training and retention strategies**, improving team performance and customer satisfaction

Event & Sales Manager | The Collective Palm Beach | Gold Coast, Australia | 2017 – 2018

Production Assistant - Freelance | RAW: Natural Born Artists | Gold Coast, Australia | 2016 – 2018

Events, Marketing & Venue Manager | Fiddlers Green Irish Bar | Gold Coast, Australia | 2012 – 2017

ACADEMIC HISTORY

Diploma in Event Management | 2017

Diploma in Hospitality | 2014

Prestige Service Training, Australia

LANGUAGES

English (Native)

Italian (Learning)

 Dubai, UAE

 +971 52 770 9905

 [linkedin.com/in/jennimooney](https://www.linkedin.com/in/jennimooney)

 jenni@jennimooney.com