Capabilities Deck 2024

Katie Dill Design

Creative Director Experiential Marketing

Hello I'm–

katie dill

Experiential Designer
Insatiably Curious
Leader & Mentor
Idea Generator
Brand Marketing Designer
Los Angeles Based
Story Teller
Cat Mom
MO>NYC>LA
Curator
Collector of Tiny Objects
Experience Architect
Concept Artist

Capabilities Deck 2024

Creating exceptional experiences that drive results.

www.kdill.com | @katiedilldesign

*

Services Offered

A unique blend of creativity and strategic thinking, steering clear of the mundane to ensure a distinctive impact.

01.

Ideation

Campaign ideation
RFPs & Proposals
Mood boards
Concept Art
Presentation Design

02.

Experiential

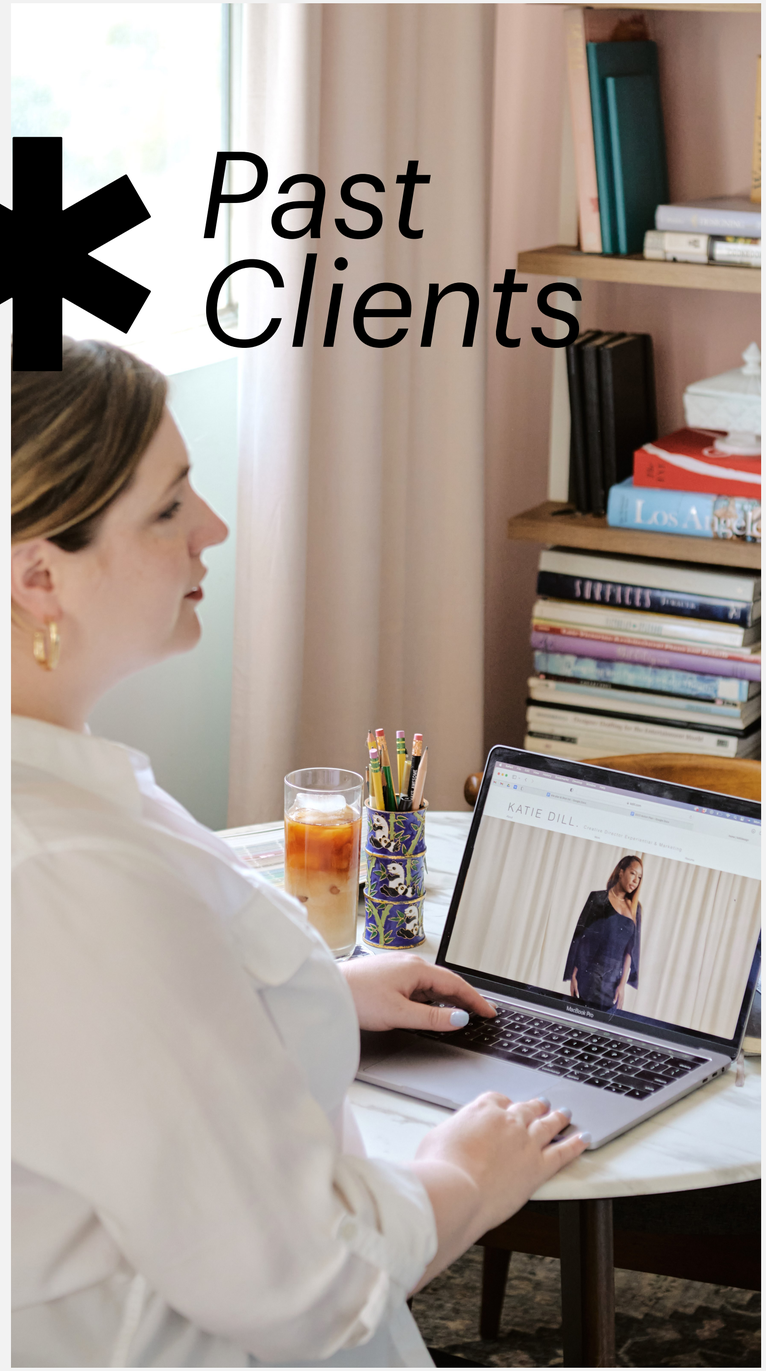
Experiential Design
2d Renders & Mock ups
Production Graphic Design
Vendor Management
On site art direction
Marketing Design

03.

Leadership

Team Leadership
Process Streamlining
Server Organization
Guest Speaking
Mentorship

Past Clients



01. **Luxury**
Vacheron Constantin, Loro Piana, Michael Kors

02. **Fashion & Beauty**
Citizen Watches, Target, Puma, Nine West, Revlon, Kiehl's, Ulta Beauty, Kora Organics, Aveeno, Dolce & Gabbana, Elizabeth Arden Fragrances, Zozo Fit, Athleta, SKII, Wet N Wild, Cotton

03. **Entertainment**
FX, Time Magazine, Hearst Magazines, Wine Enthusiast Magazine, Thrillist

04. **Financial**
Mastercard, Bank of America, Ally

05. **Food & Hospitality**
Soho House, HomeAway, Marriott, American Egg Board, Cafe Bustelo, Folgers 1850,Jean Georges The Fulton, Son’s of Essex NYC, Apotheke NYC

06. **Heritage Brands**
Adobe, Colgate, Chevrolet

Selected Projects

Luxury Dinner & Product Showcase

Loro Piana: Fall 2023 Dinner

01.
Role

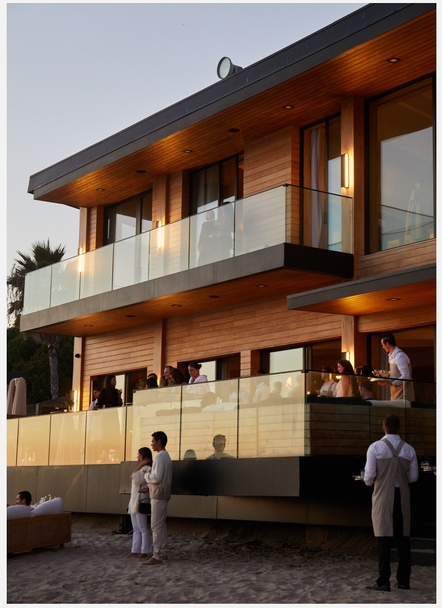
Creative Direction | Experiential Design

02.
Overview

To celebrate Loro Piana's dreamy Fall 23' Cocooning collection, Inca events produced an intimate dinner at a private beach front villa in Malibu. Guests enjoyed a sunset sound bath on the beach, leading to a relaxed cocktail hour. Inside, a message in a bottle station using materials from the nearby shore made the perfect personalized gift. Upstairs, the brand's latest Cocooning collection was featured in a museum-like display. The evening continued with a soothing music performance by Aidan Bissett and a formal sit-down dinner with white wild flowers, flickering candles, and white linen napkins custom embroidered for each guest.

03.
Press

VOGUE WWD Harper's BAZAAR



Multi-City Immersive Dinner Series

FX Network: Trust

Capabilities Deck 2024

01.
Role

Experiential Design | Story Telling |
Projection Creative Direction

02.
Overview

BMF partnered with FX Networks to host two immersive dinners in NYC and LA. The LA event, held at Greystone Mansion in the Hollywood Hills, immersed guests in the world indicative of the show's ethos of opulence, rebellion, family, oil money and mystery. An actor, styled as the head Butler, guided guests through the evening. The setting featured jewel-dripped taxidermy, luxe furnishings, and a grand baroque frame adorned with romantic florals. After a glass of champagne, guests were welcomed into the decadently styled dining room with wall projections transporting them to different worlds from the show during the choreographed meal.

03.
By the Numbers

6.4M+
Social Impressions

55K+
Earned Media Value

182K+
Social Media Engagements

www.kdill.com | @katiedilldesign

TRUST
3.25
FX

Experiential Product Launch Media Event

Colgate Total SF

01.
Role

Experiential Design | Graphic Design

02.
Objective

BMF constructed an interactive high tech event to launch Colgate Total SF Toothpaste, the biggest category innovation in 20 years. The event gave media members an immersive journey into the science behind the new toothpaste and highlighting the product benefits. Colgate R&D scientists were stationed in the Innovation Lab demonstrating the different aspects of the formula, an interactive wall took guests inside the human mouth, and a living wall of fresh mint showcased the brand's dedication to using fresh mint in all of their products. The evening ended in a surprise performance by pop star JoJo.

03.
By the Numbers

370+
Attendees

3.2B+
Overall Impressions

344M+
Social Impressions

Total SF
WHOLE MOUTH HEALTH

STAY FRESH
#NewColgateTotal

1987
Rinse & refresh
1992
2016

Conference

Create & Cultivate LA Conference

Capabilities Deck 2024

01.
Role

Event Branding | Marketing Design | Experiential Design

02.
Objective

Create & Cultivate's flagship conference, the largest of the year, brought together over 600 ambitious women from Los Angeles. The event, spanning a full day, featured a dynamic program encompassing mentorship and networking opportunities. Every detail of the experience, from the user-friendly website for ticket purchases to the striking main stage design, and the engaging sponsor activations strategically placed throughout the venue, reflected a cohesive and thoughtful approach. Attendees found themselves immersed in the unique world of Create & Cultivate, where every aspect was carefully curated with both the audience and sponsors in mind.

03.
By the Numbers + Press

446M+

Total Campaign Impressions

10

Different Onsite Experiential Activations

yahoo! lifestyle

www.kdill.com | @katiedilldesign

Created & Cultivated
H d in the clouds

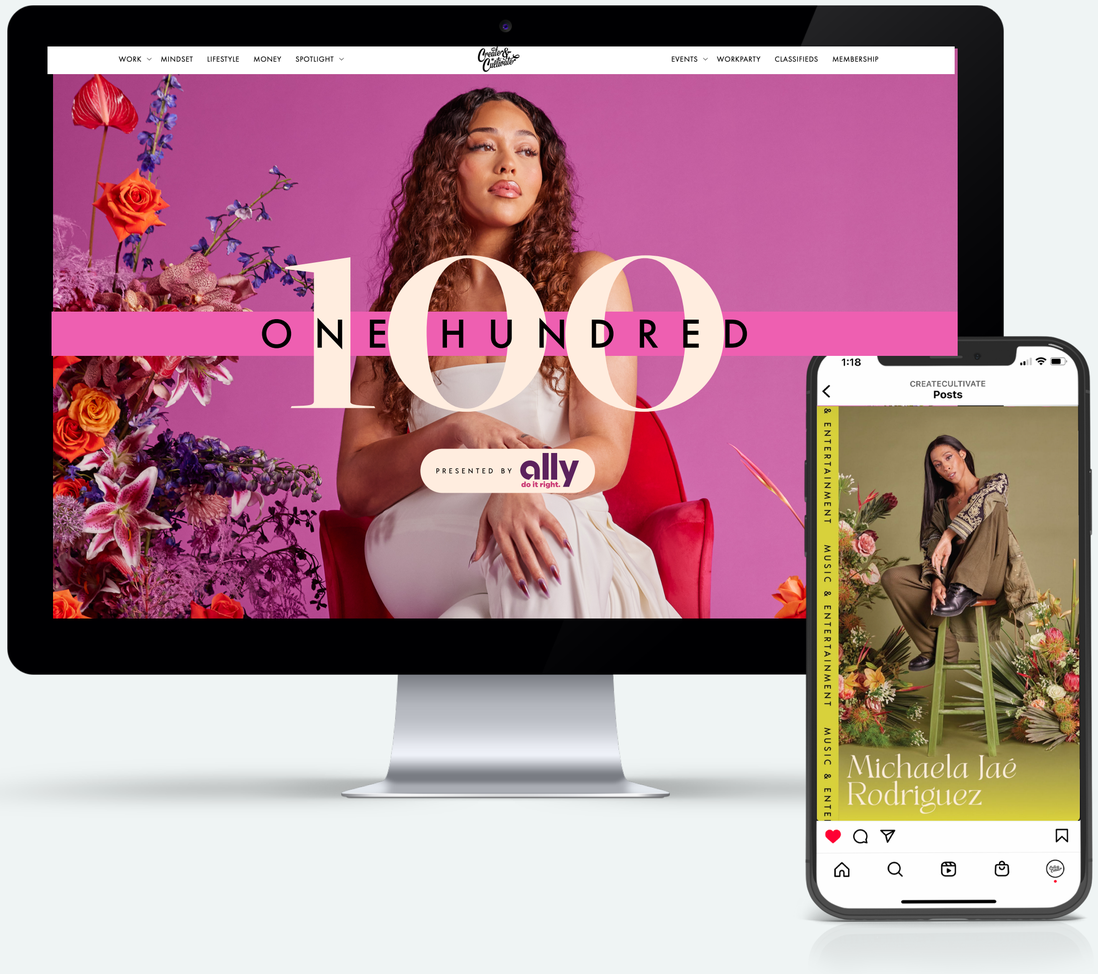
BANK OF AMERICA

AMBITION
Created & Cultivated

*

Digital Campaign & Celebratory Event

Create & Cultivate 100 List



Capabilities Deck 2024

01. Role

Branding Design | Marketing Design
Photoshoot Art Direction

02. Objective

In celebration of Women's History Month 2023, Create & Cultivate proudly brought back the highly-anticipated Create & Cultivate 100 list. The digital-forward campaign profiled women who are leading the most ambitious brands and creating content that pushes us all forward across 10 categories. The campaign included an honoree photoshoot, landing page creation, social and email marketing campaigns as well as a comprehensive press strategy.

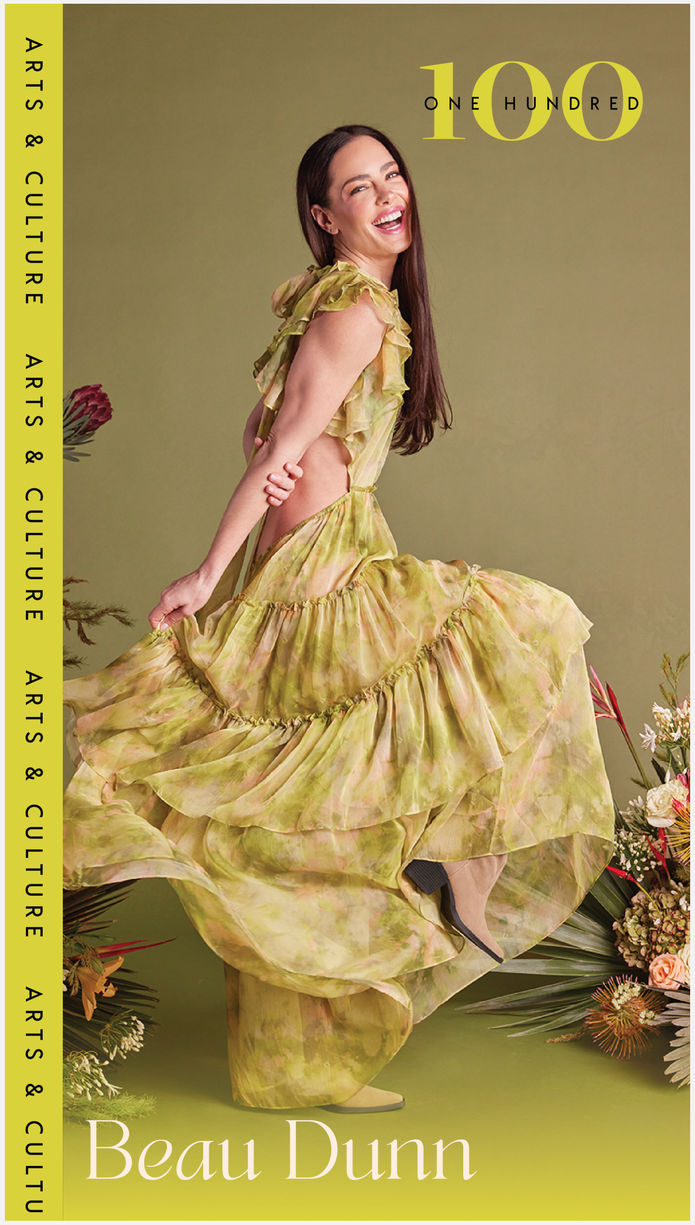
03. By the Numbers + Press

558M+
Campaign Impressions

$5.5M+
Earned Media Value

E! NEWS

www.kdill.com | @katiedilldesign


ARTS & CULTURE
ONE HUNDRED
100
Beau Dunn

MEET THE
ONE HUNDRED
100
CLASS OF 2023

100
BEAUTY
PRESENTED BY ally
AMY LIU
She launched her Beauty brand in 2019. It's now in every Sephora door nationwide.
BEAUTY

Team & Client Feedback

01.

“Katie is one of best designers I've ever worked with! She is able to see the larger picture when designing an event or experience that ladders up to meeting the client's long term goals and objectives.”

-Danielle Lotardo
Founder, DNL Creative

02.

“Katie is a creative and innovative thinker, able to develop unique concepts for the events that capture the attention of the hundreds of people who would attend the events of CC. She has a great eye for detail and is able to bring ideas to life with remarkable accuracy. “

-Lorena Roque
Senior Graphic Designer, Create & Cultivate (Director Report)

03.

“Thank you [BMF] for this terrific event. We created history at Colgate! It not just delivered against all the objectives we had set out for, it exceeded them. I couldn’t have asked for a better partner to bring our biggest ever launch to life! You KILLED IT!”

-Anish Agarwal
Director of Marketing North America, Colgate-Palmolive

Let's Get Down to Business

Creative is your first impression when it comes to IRL experiences, your website, and your brand in general. Investing in top-notch creative is key to not only leaving a lasting impression but also establishing a strong connection with your audience, capturing their attention, and differentiating yourself from competitors. While I can be resourceful and adaptable, it's important to consider the following budget ranges to truly invest in your creative future:

Ready to Collaborate?

01. *Project Fees*

Based on scope & timeline

02. *Day Rate*

$1000 (8 hours)

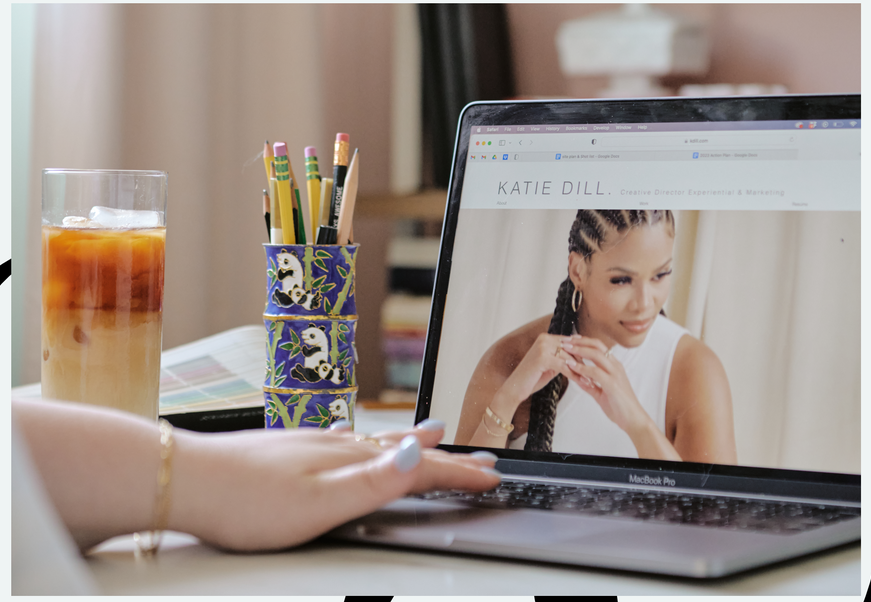
03. Hourly

$140 per hour

04. *Monthly Retainer*

10 hours per week - $4000 per month
20 hours per week - $8000 per month
40 Hours per week - $16,000 per month

Thank You



Katie Dill (she/her)

Los Angeles, CA
katiedill.design@gmail.com
kdill.com
Katie Dill
@katiedilldesign