

NZB



# *about*

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When it comes to an individual creative who can conceptualize and execute all aspects of entertainment marketing, one name reigns supreme. Epitomizing behind-the-scenes, MoeKnowsBest has played a part in setting the industry standard 25 years and counting. As a strategist MKB maintains a coveted client list and has personally managed the brands of artists like Terry Hunter, events like the Chosen Few Picnic and organizations like the Frankie Knuckles Foundation. As a designer MKB boasts an extensive portfolio accentuated by a long list of the entertainment industry's hottest public figures, some of the most famous nightclubs from the last two decades and an astonishing 300+ DJs. And as the content creator who handled everything for DJ Jazzy Jeff's brand throughout the 50th Year of Hip Hop, including 50 videos that have so far racked up over 6 millions views – filmed and edited only using his iPhone – it's easy to understand why MKB retains his highly sought after position. The fingerprints of MoeKnowsBest are everywhere.

TERRY  
HUNTER



JAZZY  
JEFF



MASTERS  
AT WORK



GREEN  
LANTERN



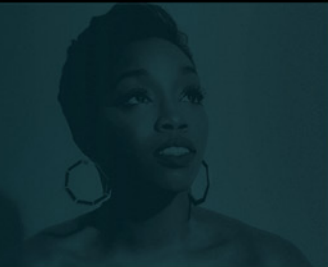
DEON  
COLE



FRANKIE  
KNUCKLES  
FOUNDATION



ESTELLE



KONFLIKT



SLICK  
RICK



CHOSEN  
FEW DJs



PAUL  
SMITH



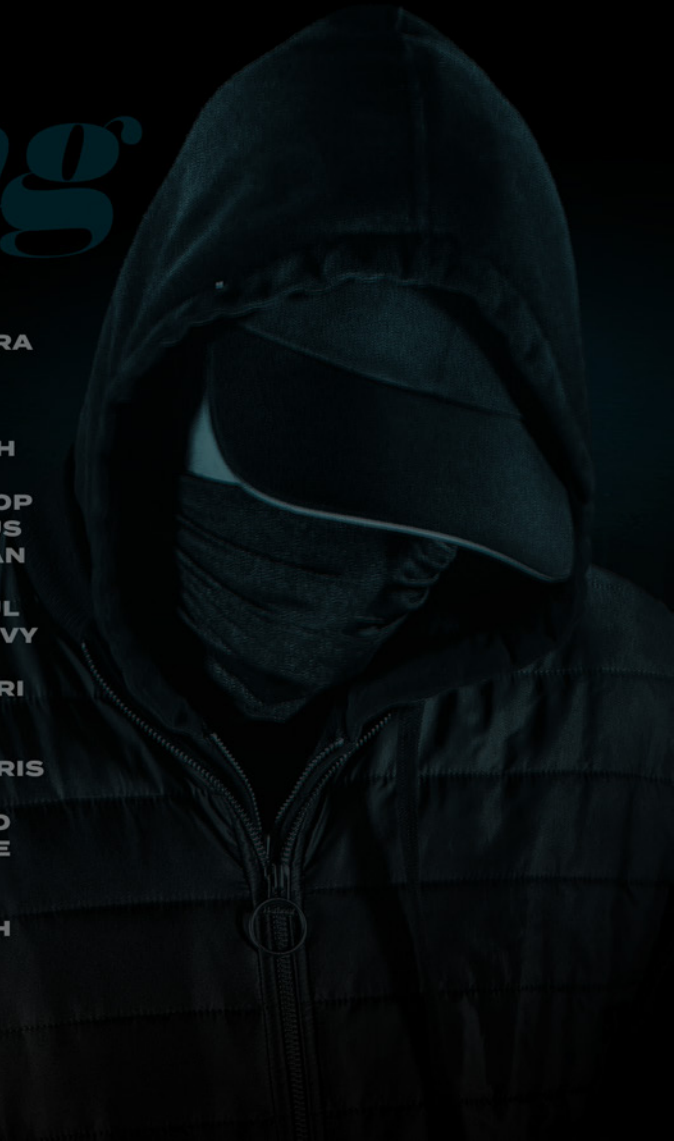
HOPE  
GALLERY



# name dropping

THE WORK OF MKB HAS BEEN USED TO PROMOTE

2 CHAINZ | 50 CENT | AMBER ROSE | BEYONCE  
BIG SEAN | BUN B | BIG DADDY KANE | BIG TIGGER  
BLACK THOUGHT | BUSTA RHYMES | CAMRON | CIARA  
CEELO GREEN | CHRIS BROWN | CIPHA SOUNDS  
COMMON | CHRISTINA MILIAN | CONOR MCGREGOR  
DASH BERLIN | DAVE CHAPELLE | DAVID MORALES  
DEON COLE | DE LA SOUL | DIABOLIC | DIRTY SOUTH  
DJ AM | DJ CLUE | DJ SPINNA | DOUG E. FRESH  
DWAYNE WADE | ESTELLE | FAT JOE | FATMAN SCOOP  
FLOYD MAYWEATHER | FEDDE LE GRAND | FABOLOUS  
FRENCH MONTANA | FRANKIE KNUCKLES | GUCCI MAN  
GREEN LANTERN | IMMORTAL TECHNIQUE | ICE T  
IDRIS ELBA | IRIE | J COLE | JADAKISS | JAKE PAUL  
JAM MASTER JAY | GUCCI MAN | JASON DURULO | JIVY  
JAZZY JEFF | JEREMY PIVEN | JEEZY | JIM JONES  
JOE BUDDEN | JUST BLAZE | JUSTIN BUA | KID CAPRI  
KENDRICK LAMAR | KENNY DOPE | KERI HILSON  
KIM KARDASHIAN | LL COOL J | LALA ANTHONY  
LEBRON JAMES | LIL WAYNE | LOUIE VEGA | LUDACRIS  
MARIAH CAREY | METHOD MAN | MEEK MILL | MYA  
MIKE DUNN | NAS | NATASHA DIGGS | NELLY | NEYO  
NICKI MINAJ | NERVO | NICKY ROMERO | OSUNLADE  
OUTKAST | PARIS HILTON | PAULY D | PHARRELL  
PREMIER | RICK ROSS | REDMAN | RICH MEDINA  
RAKIM | SCARFACE | SHORTKUT | STATIK SELEKTAH  
STYLES P | SEAN COMBS | SHAQ | SLICK RICK  
SKRATCH BASTID | SNOOP DOGG | STEVE AOKI  
TALIB KWELI | T.I. | TOO SHORT | TONY TOUCH  
TERRENCE J | TERRY HUNTER | TERISA GRIFFIN  
TRAVIS SCOTT | TREY SONGZ | THE ROOTS  
USHER | WIZ KHALIFA | Z TRIP | WU TANG CLAN





A FEW PROJECTS WORTH MENTIONING



APPLE MUSIC + KENNY DOPE



JAZZY JEFF BIRTHDAY PROMOS



NEW YORK STATE OF MIND MIXTAPE



GREEN LANTERN + SNOOP DOGG ARTWORK



DJ NUMARK BOOK PROMOS



MASTERS AT WORK LOST TAPES PROMOS



MARIAH CAREY + TERRY HUNTER



GREEN LANTERN JAZZ PROJECTS



HOPE GALLERY SXSW PROMOS



FATMAN SCOOP VISUALS



RAKIM + JAZZY JEFF LIVE NATION TOUR



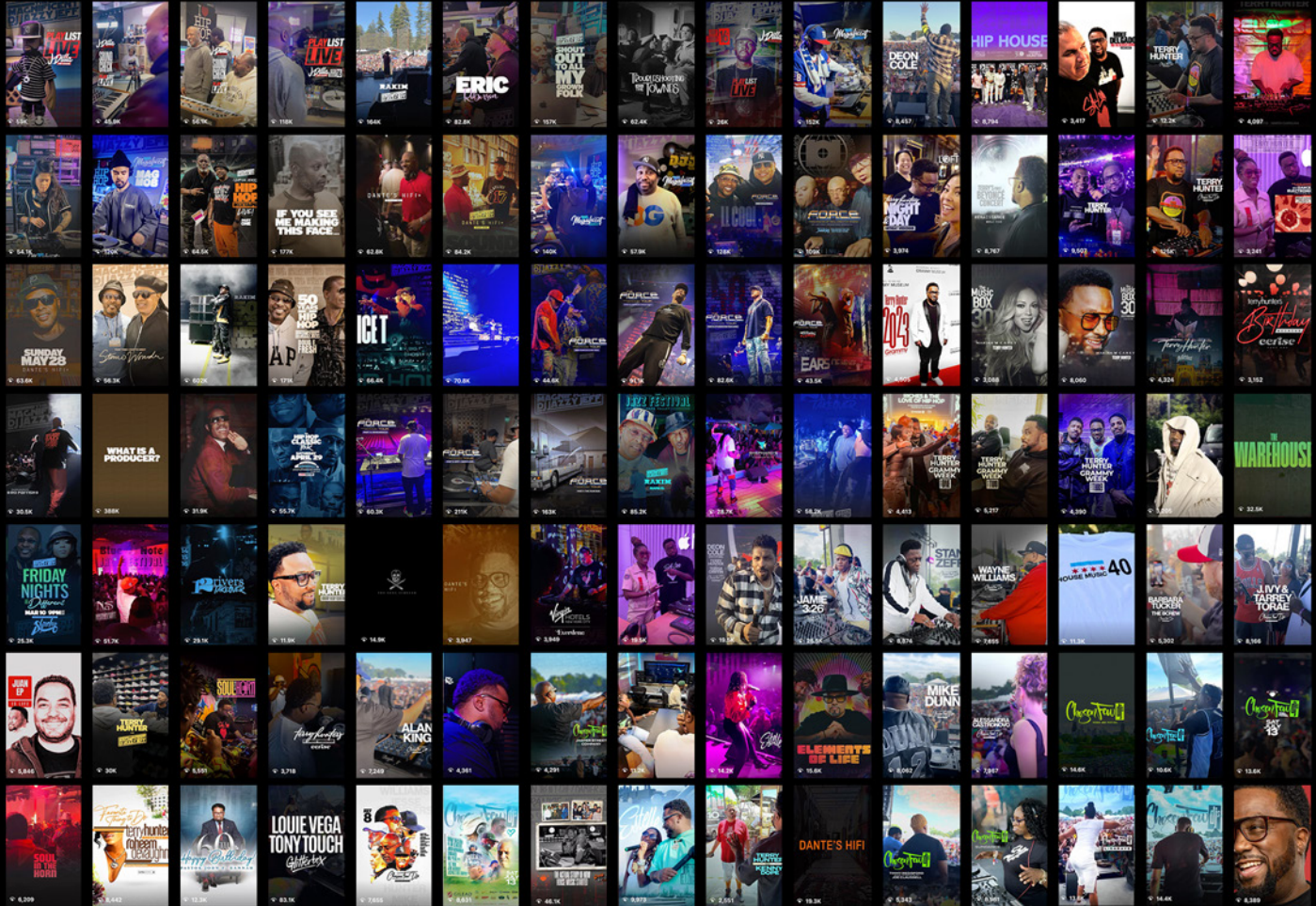
THE WAREHOUSE DEDICATION PROMOS

# logo designs





# eventrecaps



*expertise*

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**STRATEGIC MARKETING**

**EVENT BRANDING  
& MANAGEMENT**

**MOTION GRAPHICS**

**SIZZLE REELS**

**PROMO VIDEOS**

**EVENT RECAPS**

**LOGO DESIGN**

**EPK DEVELOPMENT**

**TALENT MANAGEMENT**





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