



Lungi Morrison ●

Managing Director Cultural Creative Industries

RESUME

# About

Ms. Lungi Morrison is a brand communications strategist with an inherent passion for the development of Africa's Cultural Creative Economy.

Her depth of professional experience amassed over two decades spans both private and public sectors. A multi-linguist she has lived and worked in various markets informing her innate ability to adapt to diverse cultural contexts as well as synthesize complex data and concepts. During the Apartheid years, she was raised between Nigeria, Lesotho, Botswana, Zimbabwe, and New Zealand. In her adult life, she has lived, studied, and worked across global markets and communities including; Sierra Leone, Liberia, Cameroon, Malawi, Ghana, South Africa, Guinea, Brazil, San Francisco, Boston, New York, Auckland New Zealand, and different parts of Europe - London, Paris, Spain, and Oslo.

**LANGUAGES SPOKEN:** FLUENT LANGUAGES: ENGLISH, PORTUGUESE, XHOSA, ZULU, SOTHO.

## SPECIALIZATIONS

- Marketing & 360 Communications.
- Brand strategy, positioning, and creative direction.
- M&E
- Stakeholder engagement and management.
- Fund Raising, grant writing, and RFP's.
- Public health communications, (Pan-African women, youth, underserved community, advocacy programs).
- Project management, workshop facilitation, MC, event hosting, moderating panels & talks, focus group moderation.
- Curator Africa's cultural creative industry.
- Tourism & destination branding (value chain management & enterprise development)
- Philanthropy - Global Philanthropy Forum member (Africa and Global).

2005

### BRAND COMMUNICATIONS & STRATEGY

WPP Group London UK.

2007

### HEAD OF COMMUNICATIONS

Gauteng Tourism Authority, Johannesburg, SA

2010

### CORPORATE AFFAIRS

MTN FIFA World Cup

2013

### COUNTRY MANAGER SOUTH AFRICAN TOURISM

London & Ireland

2016

### PR & COMMUNICATIONS MANAGER

Auckland Tourism, New Zealand.

2018

### COMMUNICATIONS HEAD AFRICA

Architects Firm, Accra Ghana

2019

### PROJECT MANAGER/CONSULTANT

Goethe Institute

2020/21

### CONSULTANT CURATOR/CREATIVE DIRECTOR

AmbaGallery, Accra Ghana.

2022

### STAKEHOLDER, PARTNERSHIPS & ALLIANCE DIRECTOR WITH NEW AFRICAN ECONOMY TECH & ART BRAND ARTSPLIT

Artsplit - [www.ArtSplit.com](http://www.ArtSplit.com)

2023

### MUSEUMS DIRECTOR

Institutional Advancement

2024

### FOUNDER & MANAGING DIRECTOR

[Ife Consult](#)

# Thank You ●

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## My Publications

<https://www.cnbcfrica.com/2021/focus-on-canex-opportunities-within-the-african-music-industry/>

<https://www.iconeye.com/design/amba-gallery-accra-raw-earth>

<https://schonmagazine.com/derrick-boateng-amba-gallery/>

<https://www.iamashanti.com/post/a-new-decade-derrick-o-boateng>

<http://artsghana.org/amba-gallery-opens-with-a-vivacious-photo-exhibition/>

## My Affiliations

- Board member of Lalela SA
- TutuFellows sustainability consultant

/resume ●

Lungi Morisson