

FuGaA

IN MUNICH





ARDIAN KURTOLLI

aka FuGaA

Creative Strategist

AI-Enhanced Marketing · 20+ Years Creative Leadership

Munich, Germany

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PROFILE

Brand and campaign strategist who has worked on every side of the camera: IT sales, rap stages, music video sets, agencies, an airline, a US development mission and Munich hospitality. Today I build brand systems and AI-powered content engines that keep big ideas consistent at scale.

EXPERIENCE

- | | |
|--|-------------------|
| Creative Strategist (Consultancy) · Speeex Group | 06/2025 – today |
| Brand and campaign strategy across subsidiaries in BPO, edtech, telemedicine and SaaS. | |
| Project Lead, Content & Campaign Ops · Speeex Group | 06/2024 – 06/2025 |
| Built and scaled an AI-supported content production unit for enterprise clients. | |
| Head of Marketing & Strategy · CALL SOUL – Breaking Bar, Munich | 12/2022 – 04/2026 |
| Opened two venues, ran weekly events, launched our own rum and gin brand. | |
| Product Marketing Manager · Experteer, Munich | 01/2022 – 08/2022 |
| A/B testing, CRM segmentation and lifecycle messaging for EU and US markets. | |
| Development Outreach, Social Media · USAID Kosovo | 07/2018 – 10/2021 |
| Public and crisis comms through COVID-19. Eagle Award 2020. | |
| Creative Director · Solaborate | 09/2017 – 05/2018 |
| Led creative for the HELLO 2 Kickstarter campaign. | |
| Marketing Manager · Air Prishtina | 07/2015 – 09/2017 |
| Facebook 35k to 100k+; first Albanian brand video past 1M views. | |
| Digital Marketing Specialist · Zero Pozitive Publicis | 09/2012 – 05/2015 |
| Digital campaigns for Carlsberg and others, bridging ATL and digital. | |
| Chief Creative Director · Entermedia | 10/2007 – 11/2011 |
| 84+ music videos and dozens of commercials; award-winning at Video Fest Prishtina. | |
| Product Manager / Sales · Comtrade Computers | 01/2001 – 10/2007 |
| From technician to a €4M+ B2B portfolio; Fujitsu Siemens partnerships. | |

EDUCATION & AWARDS

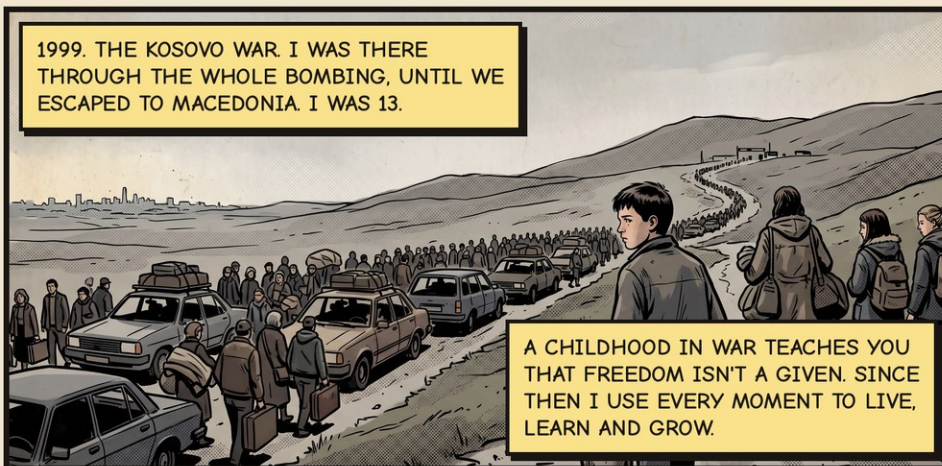
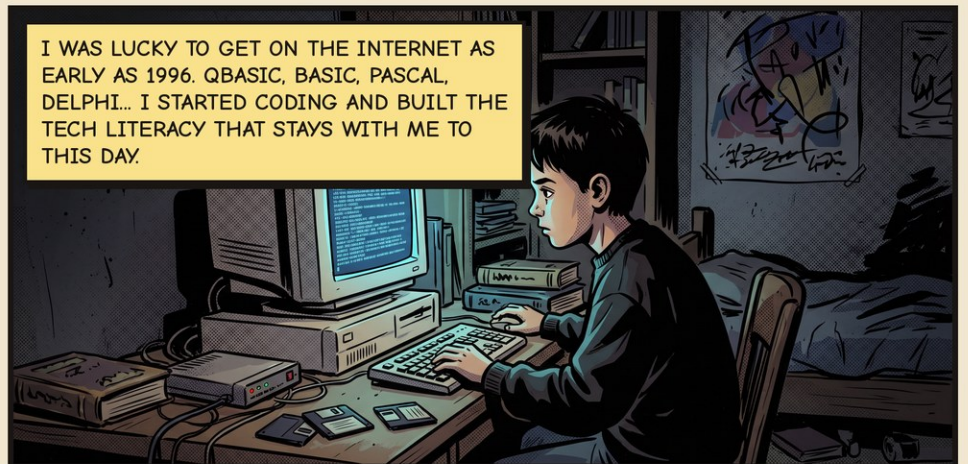
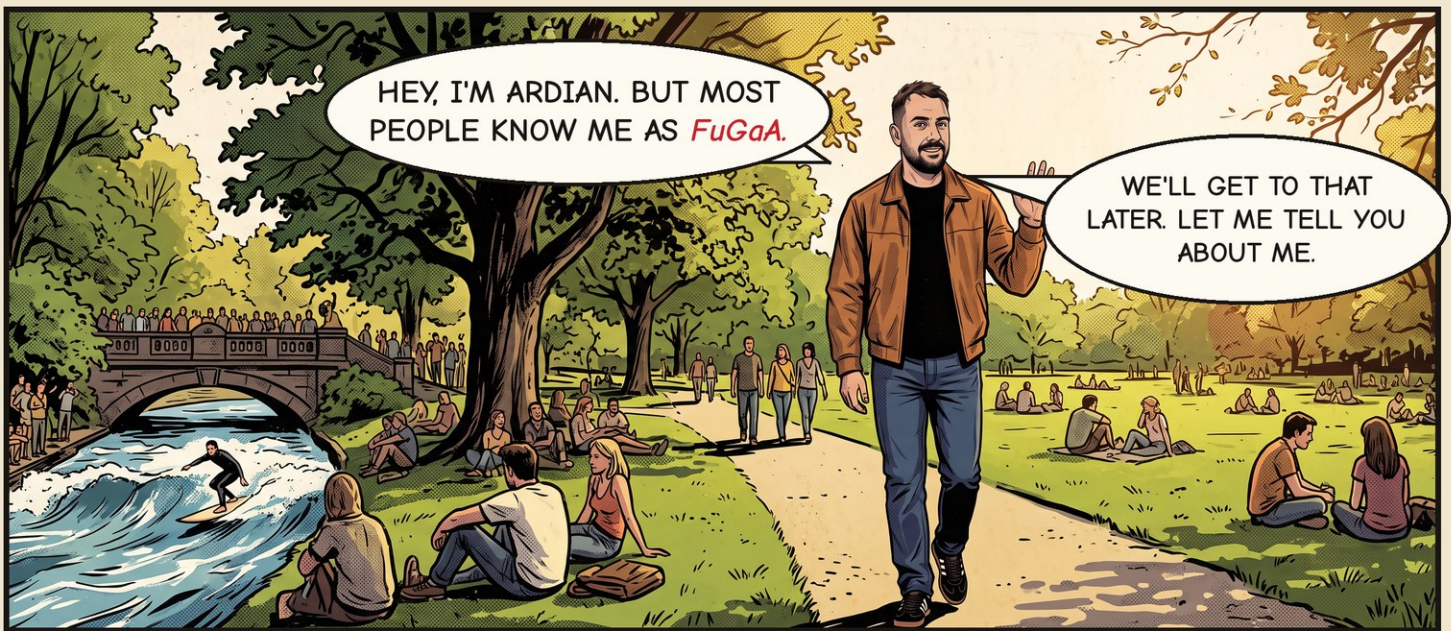
- MBA, Staffordshire University (UK), 2020
- Thesis: structure of esports organisations
- Eagle Award 2020, USAID Kosovo
- Award winner, Video Fest Prishtina
- Speaker, KOMFO Summit 2016
- IATA: Airline Marketing, Social Media

SKILLS

- Brand & campaign strategy
- Integrated & experiential campaigns
- Social & content systems
- AI content production (gen-AI video)
- Creative direction & production

LANGUAGES

Albanian (native) · English (fluent)
Serbian (fluent) · German (basic)



BY DAY: B2B TECH SALES AT COMTRADE. A €4M+ PORTFOLIO. FUJITSU SIEMENS DEALS.



ZURICH, 2003. BY NIGHT: **FuGaa**. ONE OF THE FIRST GENERATION OF RAPPERS IN KOSOVO.



2004. WE OPENED FOR WU-TANG IN ALBANIA A BIG DEAL BACK THEN.



THE NAME CAME FROM GAMING AND MUSIC. SOON PEOPLE KNEW ME AS **FuGaa** MORE THAN AS ARDIAN.



I LEARNED TO WIN A ROOM LONG BEFORE I LEARNED MARKETING.



2006. MY FIRST ALBUM, AND THE FIRST MUSIC VIDEO I DIRECTED. THAT'S WHEN I KNEW I HAD TO FOLLOW MY PASSION INTO CREATIVE WORK, NOT IT.





2007. I JOINED ENTERMEDIA AS CHIEF CREATIVE DIRECTOR. 84+ MUSIC VIDEOS AND DOZENS OF COMMERCIALS FOLLOWED.



BALKAN MUSIC AWARDS, BULGARIA, 2011.



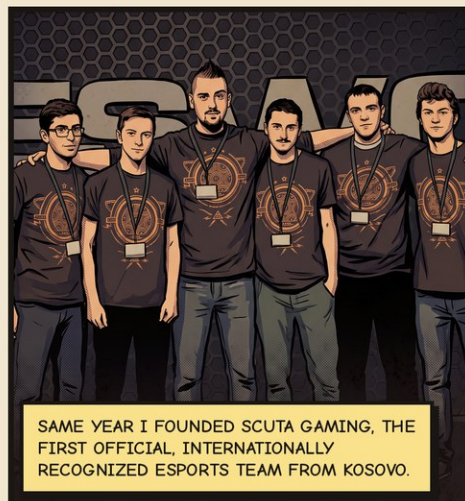
TIRANA, 2013. MY LAST SHOW.



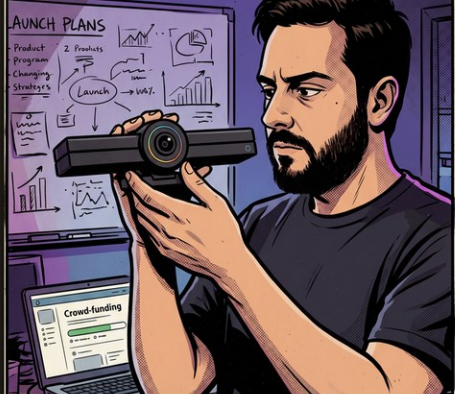
2012. AGENCY LIFE AT ZERO POZITIVE PUBLICIS. CARLSBERG AND MORE. ATL MEETS DIGITAL.



SAME YEAR I FOUNDED SCUTA GAMING, THE FIRST OFFICIAL, INTERNATIONALLY RECOGNIZED ESPORTS TEAM FROM KOSOVO.



2015. MARKETING MANAGER AT AIR PRISHTINA. FACEBOOK FROM 35K TO 100K+, AND THE FIRST ALBANIAN BRAND VIDEO TO PASS 1M VIEWS. I WAS ALSO INVITED TO SHOWCASE OUR CAMPAIGNS AT KOMFO SUMMIT.



2017. CREATIVE DIRECTOR AT SOLABORATE. HELLO 2 ON KICKSTARTER.



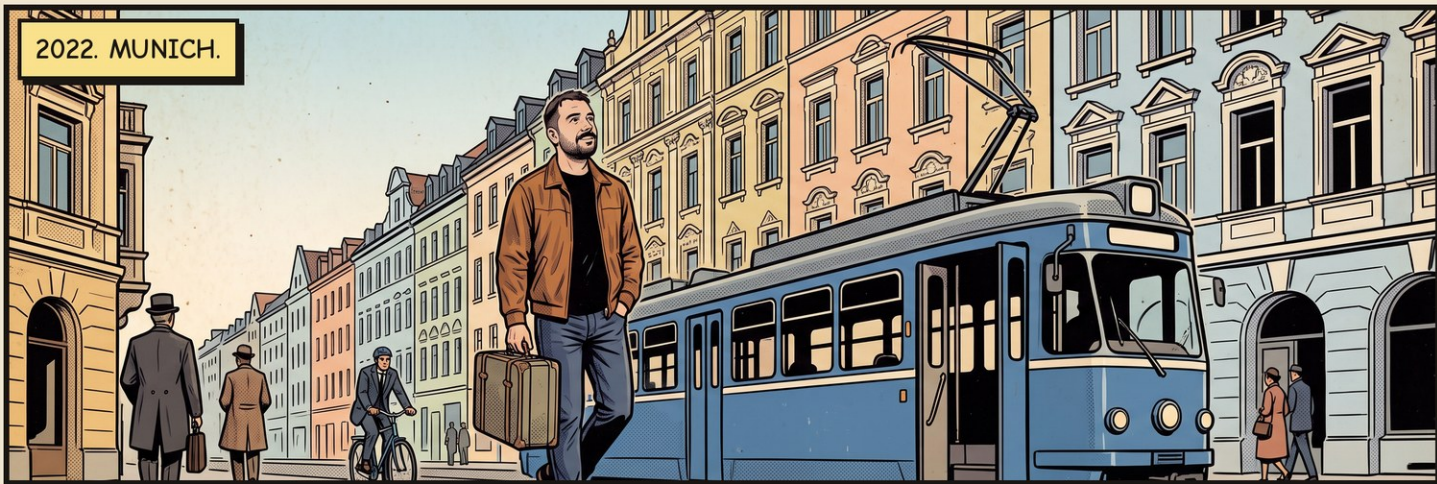
MBA, STAFFORDSHIRE UNIVERSITY. MY THESIS: HOW ESPORTS ORGANISATIONS SHOULD BE BUILT.



2018 TO 2021. USAID KOSOVO. PUBLIC COMMS THROUGH A PANDEMIC, AND THE EAGLE AWARD 2020.



2018. THE BEST DEAL I EVER CLOSED: GOT MARRIED IN A DREAM LOCATION!



2022. MUNICH.



EXPERTEER. PRODUCT MARKETING. TESTING EVERYTHING.



CALL SOUL, MUNICH. HEAD OF MARKETING & STRATEGY TWO VENUES. WEEKLY EVENTS. OUR OWN RUM AND GIN. COCKTAILS SERVED WITH TOOTHPASTE.



SPEEEX. CONSULTING REMOTELY, BUILDING AN AI CONTENT UNIT FROM SCRATCH.



ENJOYING THE MIRACLE OF LIFE, AND BEING A SUPER DAD.



SOUNDS LIKE A LOT? IT'S ONLY A SMALL
SLICE OF WHAT I'VE DONE.

THE REST IS BETTER OVER
COFFEE. MY TREAT.



LINKEDIN

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Illustrated with generative AI. Story, art direction and lettering by FuGaA.