

AALIYAH B. PIERCE



ABOUT ME

With a focus on sustainability, I am an experienced Multimedia Specialist with 5 years of graphic and visual design, editing, and product development. I'm proficient in leading creative teams, providing strategic direction, and ensuring cohesive visual narratives across platforms. I am passionate about elevating brand storytelling and exceeding client expectations.

CONTACT

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EXPERIENCE

INTERNSHIP

Instinct Brand

July 2024 - Current

- Assisted in designing custom garments for Pattie Goni, an eco-conscious drag artist, with a focus on sustainable fashion practices.
- Supported in content creation for the brand's social media platforms and e-commerce site, helping to enhance online presence and engagement.
- Contributed to the development of innovative statement pieces and upcycled garments, emphasizing creativity and environmental responsibility.

STYLIST

Banana Republic

Nov. 2022 - Oct. 2023

- Built rapport with customers, ensuring a welcoming atmosphere and boosting loyalty.
- Mastered product knowledge for tailored recommendations, fostering trust.
- Designed captivating window displays to drive foot traffic and endorse promotions.

CREATIVE DIRECTOR

Kind to Clothes

Nov. 2020 - June 2023

- Organized a sustainable fashion pop-up brand.
- Collaborated with eco-friendly brands, orchestrating marketing strategies and ensuring exceptional guest experiences, all promoting ethical fashion practices.

EDUCATION

-Bachelor in Fashion Styling
Fashion Institute of Technology
2023-2025

-Associates in Merchandising,
Marketing & Technical Design
Johnson County Community College
2020 - 2022

EXPERTISE

- Styling
- Sustainable Fashion
- Adobe Suites
- Trend Analysis
- Garment & Product Design
- Digital Marketing
- Communication & Collaboration
- Consumer Relationship
- Management

ACHIEVEMENTS

- Soccer Scholarship
- Honor Roll Student
- Theatre Scholarship
- Visual Merchandising Certificate
- Featured Designer