

Aaliyah Pierce

ABOUT ME

Multidisciplinary creative professional with a background spanning fashion, digital content, brand activation, marketing, retail, and sports culture. Known for blending strategy with storytelling to create engaging visual and experiential work across platforms. Adaptable, detail-driven, and collaborative, with experience working in fast-paced environments ranging from startups and small businesses to retail and event-driven settings. Brings a strong creative eye, customer-first mindset, and hands-on execution across disciplines.

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 @aaliyahbpierce

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EDUCATION

Fashion Institute of Technology
— Bachelor's in Fashion Styling

Johnson County Community College —
Associate's in Merchandising,
Marketing & Technical Design

SKILLS & TOOLS

- Creative Direction & Visual Storytelling
- Digital Content Creation (Photo, Video, Short-Form)
- Brand Activation & Experiential Marketing
- Social Media Strategy & Trend Research
- Fashion Styling & Product Knowledge
- Visual Merchandising & In-Store Experience
- Marketing & Brand Communications
- Customer Engagement & Relationship Building

EXPERIENCE

Digital Content & Brand Assistant

Instinct Brand

- Created and edited photo and video content for social media and digital campaigns
- Supported brand activations, pop-ups, and customer-facing events
- Assisted with content planning, trend research, and visual consistency
- Maintained brand standards across platforms and physical displays

Creative Director / Multidisciplinary Designer

Kind to Clothes — Sustainable Fashion Collective

- Led creative direction for pop-ups, fashion shows, and community events
- Produced digital content, event visuals, and brand storytelling across platforms
- Styled garments and curated collections emphasizing vintage and upcycled fashion
- Collaborated with creatives, models, and partners to execute cohesive brand experiences

Retail, Styling & Brand Ambassador

Small Businesses, Department Stores & Boutiques

- Delivered high-touch customer experiences through personalized styling and service
- Built strong product knowledge across apparel, accessories, and seasonal categories
- Supported visual merchandising, floor resets, and promotional initiatives
- Utilized POS systems and retail performance insights to support sales goals