

Stylés I. Akira

Los Angeles, CA

www.stylesakira.com

akira@usc.edu

EXPERIENCE

Casa La Doniccé, LLC, New York, NY/Los Angeles, CA | www.casaladonicce.com

The Annie Agency, LLC, Los Angeles, CA | www.theannieagency.com

Founder: Strategist/Researcher, January 2012 – Present

- Brand Development & Marketing Strategy
- Multimedia Production Suite: music, video, graphic design, web design, UX
- Market research, data tracking, data analysis, trend forecasting, media planning, integrated marketing, copywriting, advertising, content marketing, digital marketing, social marketing, account management, project management, business development

Freelance: Sense Worldwide, Global Associate

Freelance: Agency Other, Brand Strategist & Market Researcher: Cure, Atlas of Caregiving

Freelance: TwoFiveSix, Brand Strategist & Market Researcher: AIAIAI, Intel, NYXL, SANSAR

Freelance: Kantar Consulting (Kantar/WPP), Cultural Streetscaper: Darden, Wal-Mart, Coke

Freelance: Wolf & Wilhelmine, Contract Consultant: Bacardi/Grey Goose, McKinsey

Freelance: Sylvain Labs, Contract Consultant (Full Time): Samsung, Google, Pepsi, GM

- Primary quant/qual research: surveys, ethnography, in-depth interviews, Man on the Street
- Exploratory analysis and ideation of pop cultural trends, and report composition
- In-depth market insights & analysis, report, presentation and web design

USC Annenberg School for Communication & Journalism, Los Angeles, CA

Lecturer—Master of Communication Management Program, January 2018 – Present

- CMGT 541: Integrated Marketing Communication
- CMGT 508: Communicating Strategy and Change
- CMGT 556: Global Marketing Communication
- CMGT 587: Audience Analysis

Frank Collective Inc., Los Angeles, CA

Brand Strategist, February 2019 – May 2019

- Brand Strategy – Owned strategic brand and messaging implementation through full project
- Client engagement, presentations, and workshops with C-Suite points of contact
- Qualitative market and consumer research and analysis
- Worked projects including Scale Venture Partners, Gould Evans, E. & J. Gallo Barefoot

USC Annenberg School for Communication & Journalism, Los Angeles, CA

Research Fellow, August 2009 – May 2015

- Conducted, wrote, and published group and independent research projects
- Brand oriented B2B and CRM quantitative/qualitative research and analysis
- Innovation Lab/LACMA: “Public Interactives” Project – ideation and strategy
- Lectured classes, developed modules for curriculum, advised & graded 400+ students

Butch Lewis Productions, Inc. - Voicez Music Group/Def Jam, New York, NY

Director – A&R, June 2006 - August 2007

- Project management, artist engagement, and promotional design and development
- Nationwide touring logistics, management, and video documentation
- Social media marketing, content marketing, brand activation

Sony Music Entertainment, Inc. - Epic Records, New York, NY

Coordinator – Marketing/Promotions, July 2002 - April 2003

Consultant – Marketing/Promotions, November 1999 - June 2002

- Formulated budgets/marketing strategies for nationwide promo & ad campaigns
- Managed brand partnerships/integration, POP development, & content marketing
- Directed field teams in executing grassroots campaigns, and industry events
- National radio, network, and cable video promotions, public relations and tour mgmt.

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EDUCATION

USC Annenberg School for Communication and Journalism, Los Angeles, CA
Doctor of Philosophy (PhD), Communication, August 2015

Dissertation | Designer ID: Brands, T-shirts, & the Communication of Identity

Documentary & Website | www.projectdesignerid.com

USC Annenberg School for Communication and Journalism, Los Angeles, CA
Master of Arts (MA), Communication, May 2013

St. John's University - Graduate School of Arts and Sciences, New York, NY
Master of Arts (MA), Liberal Studies (Concentration in Sociology), May 2009

Thesis | Technological Advancement and the Artistic Decline of Popular Music

Pace University - Dyson College of Arts and Sciences, New York, NY

Bachelor of Arts (BA), Applied Psychology & Human Relations, June 2003

CREATIVE SKILLS

- Video Production: Writing, Directing, Editing - Final Cut, Premier/After Effects
- Graphic Design: Adobe Creative Suite - Photoshop, Illustrator, InDesign
- Music Composition, Production, and Performance; ProTools, Logic, Audition

TECHNICAL SKILLS

- Novice Level: HTML 5, Java Script, CSS3, MySQL
- Advanced Level: SPSS, R 3.2, SAS, Survey Monkey, Qualtrics, Squarespace, Wordpress MS Office (Word, PowerPoint, Excel, etc.), iWork (Pages, Numbers, Keynote)
- Nielsen Databases (Soundscan, BDS, Claritas, Scarborough, SiteCensus), comScore, Quantcast, ArcGIS, Google (Web Analytics, AdSense, AdWords), SEO, SEM, Crimson Hexagon, Keyhole, brandwatch, hootsuite, squarelovin
- Focus Groups, Ethnography, Survey & Experimental Design, Statistical Analysis

LANGUAGES

- Brazilian Portuguese & Spanish (Intermediate Level: Speak, Read, Write)

PUBLICATIONS

Portraits from the Gallery of the Royal Palace of Hearts at Wonderland and The Duchess of Wonderland In *The Liddell Book of Fiction Part 2* |

<http://tinyurl.com/liddell-book-of-fiction-part-2>

The Construction of Taste: Television and American Home Décor In *How Television Shapes Our Worldview* | <https://rowman.com/ISBN/9780739187043>

SERVICE

R.I.C.H. Kids, Inc. – Flint Water Festival, Flint, MI (Remote)

Director of Marketing, March 2016 – Present

- Brand strategy, brand activation, concept ideation
- Trademark design, merchandise design, web design, copywriting
- Event planning, promotions, traditional and digital media campaign

O Pastoral do Menor - Youth Center, Santarém, Brasil

Service Learning Project Worker (Volunteer/Lecturer), June 2011

Service Learning Project Worker (Volunteer/Exploratory Researcher), June 2005

South Street Seaport Museum - Children's Center, New York, NY

Administrative/Activities Assistant (Volunteer), February 2004 - December 2004

Intern (Observational Researcher), September 2002 - June 2003