

# BIOGRAPHY: Stylés I. Akira

Stylés Akira, is a **strategic branding and marketing expert**. He is a veteran of the entertainment industry, having worked over a decade in New York City at firms including **Sony Music, Bad Boy Entertainment, RnR Freelance, Butch Lewis Productions/Def Jam Recordings**, and **MTV Networks**. He has also served in leadership roles as a Site Director for **New York City Public Schools Supplementary Education Services** programs and as a Graduate Teaching Assistant at the **University of Southern California**.

Stylés is a **trained social scientist and critical theorist** with professional experience involving client work on projects including **Google, Samsung, Pepsi, Bacardi/Grey Goose, Coca-Cola, Darden, McKinsey, Walmart, and General Motors**. He received his **PhD and M.A. in Communication** from the **University of Southern California, Annenberg School for Communication and Journalism** in Los Angeles, where he refined his expertise in disciplines including **strategic branding & marketing, advertising, mass media effects, semiotics, and behavioral economics**. He also earned several fellowships and awards during his time at USC while publishing and presenting written work, and participating in multiple group-research projects. Prior to this he earned an **M.A. in Liberal Studies with a concentration in Sociology** from **St. John's University**, New York City after first receiving his **B.A.** from **Pace University**, New York City in **Applied Psychology & Human Relations**.

His dissertation work, titled *Project Designer ID: Brands, T-shirts, & the Communication of Identity*, is accompanied by a documentary film and explores the use of T-shirt design as a medium of mass communication in the signaling of identity and the perceived positioning of brand values. He is an award winning writer and artist who has developed several intellectual properties under his **Casa La Doniccé** umbrella, including an educational entertainment brand, a fashion label, and a recording label with a diverse catalog of musical compositions.