

ALIYA HOLLUB

New York, NY · aliyahollub@gmail.com · aliyahollub.com · LinkedIn

Multidisciplinary creative spanning brand strategy, concept development, production, live experiences, writing, and visual storytelling.

SKILLS

Creative & Brand: Concept development, campaign concepting, brand strategy, cultural and competitive research, visual research and references, brand voice, content strategy, AI-assisted creative development

Experiential, Partnerships & Production: Large-scale event production, experiential activations, brand partnerships, sponsorships, vendor management, VIP and talent coordination, budget management, on-site production

Writing & Presentations: Copywriting, editorial writing, brand storytelling, pitch and presentation development

Leadership & Operations: Creative direction, multidisciplinary team leadership (50+), cross-functional collaboration, external partner management, project and timeline management

Tools: Adobe Creative Suite (Photoshop, Lightroom, Firefly), Figma, Canva, CapCut, Claude, ChatGPT, Google Workspace, Microsoft Office, Shopify, Slack

EXPERIENCE

HOLLUB GROUP

Jan 2024–Present

Brand & Creative Manager

Miami, FL / Remote

- Lead brand and creative development for a luxury custom homebuilder and Compass-affiliated real estate business ranked among the top 1.5% nationwide, developing campaign concepts across digital, social, print, and editorial for properties up to **\$25M**.
- Develop the visual and narrative story for each property across 20+ assets per project, including campaign concepts, brochures, sales materials, social content, and press; coordinate photographers, designers, and vendors from concept through delivery.
- Independently manage the brand's social presence from creative direction and content development through copywriting and publishing, while partnering with clients, brokers, and designers to support property launches and business development.

WE-AR4

Sep 2023–Jan 2024

Product Coordinator

New York, NY

- Wrote product descriptions for a sustainable luxury label across Bergdorf Goodman, Neiman Marcus, Nordstrom, and other ecommerce and wholesale partners.
- Maintained creative assets and product data across internal systems and managed sendouts and shipments across creative, merchandising, wholesale, and international production teams.
- Managed the sample closet across seasons, overseeing samples for shoots, wholesale partners, and internal needs.

STRIKE MAGAZINE

Aug 2020–May 2023

Editor-in-Chief, promoted from Assistant Editor-in-Chief

St. Louis, MO

- Led creative direction, brand strategy, and editorial vision for a nationally distributed fashion and culture magazine, growing engagement 233% and reach 607%.
- Directed a **50+** person multidisciplinary team of writers, photographers, designers, and editors, developing visual and editorial concepts across print, digital, shoots, and live programming.
- Launched and produced fashion shows, panels, and brand activations, helping raise **\$15K** annually through events and brand partnerships.

HER CAMPUS MEDIA

Aug 2021–May 2023

National Contributor & Editorial Intern

Remote

- Pitched and wrote news and features across fashion, culture, and identity for a digital publication reaching 19M+ monthly readers, working directly under the Head Culture Editor.

ROCK 'N RUN

Oct 2018–Oct 2022

Co-Founder & Event Director

Miami, FL

- Co-founded and produced an annual breast and ovarian cancer fundraising event that grew to **500+** participants and raised **\$750K+** for cancer research and support.
- Developed the event's creative identity, programming, communications, sponsorship pitches, and partnerships across businesses, families, healthcare organizations, and community partners, including Miami Cancer Institute.
- Led live-event production across budgets, vendors, volunteers, registration, merchandise, sponsor and nonprofit activations, 5K logistics, fitness and dance programming, food, and day-of setup and execution.

PURPLE PR

Jun–Sep 2022

PR Intern, VIP & Influencer Relations

New York, NY

- Coordinated on-site VIP and talent logistics across 10 NYFW shows and the Daily Front Row Awards, working directly with and escorting celebrities and influencers at live events for luxury fashion clients.
- Worked with celebrity and influencer stylists and talent teams on dressing and PR opportunities, coordinating product requests, shipments, tracking, and returns across client accounts.

EDUCATION

Washington University in St. Louis

May 2023

B.A. American Culture Studies, Popular Culture Concentration · Minor in Writing & Design · GPA 3.98