

Personal Presentation

Ilia Sybil Sdralli

Content Strategist/Editor



Ilia Sybil Sdralli

Welcome.

I am a brand content strategist and editor focusing on the intersection of fashion, pop culture, social media-and anything in between.

I am the founder of The StyleTitle fashion project where I research and document the trends shaping the current fashion ecosystem.

I also provide cultural insights and content strategy advice to start up and scale up brands.

But most of all, I love to tell stories. In writing.

What I love to do



Writing

I began my professional career as a writer and editor. Everything I do is based at this very foundation; the love for great stories that captivate the audience.

Cultural advice

I tap into modern pop culture and trends. Often times, I do it first.

Strategy

I help brands define their vision. Then I transform it into amazing content that brings results.

Strengths

“
I have always been a natural storyteller-and had the pleasure of expanding my skills while writing for established publications such as 7HOLLYWOOD, NYLON, Flanelle, BASIC, and many others where I discussed my passion, fashion, and its intersection with pop culture trends.

Oftentimes, I know what the next trend, next ‘it’ company, or viral concept will be out of intuition, observation, or industry hearsay. Fashion, pop and celebrity culture, Tik Tok trends, you name it, I find a great content idea around it.





Experience

I am currently the Features Editor for [7HOLLYWOOD](#) Magazine, a magazine focused on fashion, celebrity culture, and media, responsible for all print and digital editorial calendars and content strategy (including managing writers and SEO optimizing for the web).

My freelance articles have been published in Virtual Humans, BASIC Magazine, Schon!, Flanelle, NYLON, and Art+Design Magazine amongst others.

I am currently part of the [diPulse](#) smart wear brand team, where I oversee all branding and editorial content strategy plus SEO.

I am also a recent content collaborator and researcher for [Humanizing Brands](#) agency.

Work I am most proud of

01

The [diPulse website](#) where I have created all content based on the brand roadmap

02

My cover interview of Kim Kardashian and Thierry Mugler for [7HOLLYWOOD POP Issue](#)

03

My research on psychological ownership, tactility, and the influence of these aspects on the value of the NFT assigned by [Humanizing Brands](#)

Some of my happy clients



US

7HOLLYWOOD
Art+Design
Flanelle Magazine
Virtual Humans
BASIC



EUROPE

Humanising Brands
Schon! Magazine
diPulse Smart wear
Vogue Greece



REST OF THE
WORLD

Darza Fashion Middle
East
LINEAL ASIA