



# Aisha Liu

Social Media & Marketing Girl

 Nottingham, UK

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## Links

 [Website](#)  [WeChat](#)

## Languages

English (Native)

Chinese (Basic)

Korean (Basic)

Urdu (Basic)

## About

I am a skilled Social Media Manager and Content Creator with a BA in Fashion Brand Marketing from The University of Huddersfield. With a combined following of 20.9k on TikTok, Instagram, Pinterest, and YouTube, I am well-versed in social media and marketing trends. In my 3+ years of experience, I've excelled in influencer marketing, content creation, and brand strategy. Previous roles include Junior Influencer Marketing Specialist at BM Digital, Social Media Executive at Kanari, and Social Media Executive at Sainaz Bakez. Additionally, I freelanced as a Social Media Manager for DKay Models, developing comprehensive online presence strategies across various platforms. My skills include problem-solving, strong communication, and proficiency in tools like Photoshop, Canva, Adobe Premier, and Capcut. I am known for my dynamic approach, actively engaging with audiences, and utilizing targeted ads to enhance brand visibility.

### BRANDS WORKED WITH

Kanari

Sainaz Bakez

## Experience



### ● SOCIAL MEDIA EXECUTIVE

Kanari | Jan 2022 - Jan 2023

Managed company presence across multiple social media channels Content creation and scheduling Established an active dialogue with customers Placed targeted ads to heighten brand visibility and attract new leads

### ● SOCIAL MEDIA EXECUTIVE

Sainaz Bakez | Jan 2021 - Jan 2022

Liaise with the Sales and Marketing team to deliver guidance on personal branding Work closely with the Marketing team to create valuable social media content Work alongside the Events team to create supporting social media posts

## Education & Training

2019 - 2022

### ● The University of Hudderseld

BA, FASHION BRAND MARKETING,

2016 - 2019

### ● Calderdale College

BUSINESS STUDIES,