

AISHA LIU

SOCIAL MEDIA PORTFOLIO



HELLO FRIEND, *I'm Nisha*

Nice to meet you! I am a Social Media Marketer & Content Creator with 4+ years of experience. I have experience in hitting KPIs, CTA, CTR, brand awareness and further more which you will see here.

As an avid social media user, I've got a keen eye for creating captivating content and attention to detail to help connect a brand to its audience.

[View My Resume](#)





TECHNICAL SKILLS

CANVA

WEBSITE DESIGN

ADOBE LIGHTROOM PHOTOSHOP

CAPCUT

HOOTSUITE



my CREATIVE PORTFOLIO

A collection of my favorite works.





PROJECT 1

BRAND LAUNCH

I spearheaded the social media campaign for Stefania Vaidani's sustainable brand launch, showcasing skills in strategy, research, content creation, and interactive engagement. This encompassed crafting a strategic marketing plan, developing a captivating lookbook with a sustainability focus, producing engaging TikTok/Instagram Reel videos, and compiling a detailed marketing report. By targeting a global audience of fashion-conscious females, I promoted sustainable fashion choices, provided styling tips, and drove brand awareness across platforms.

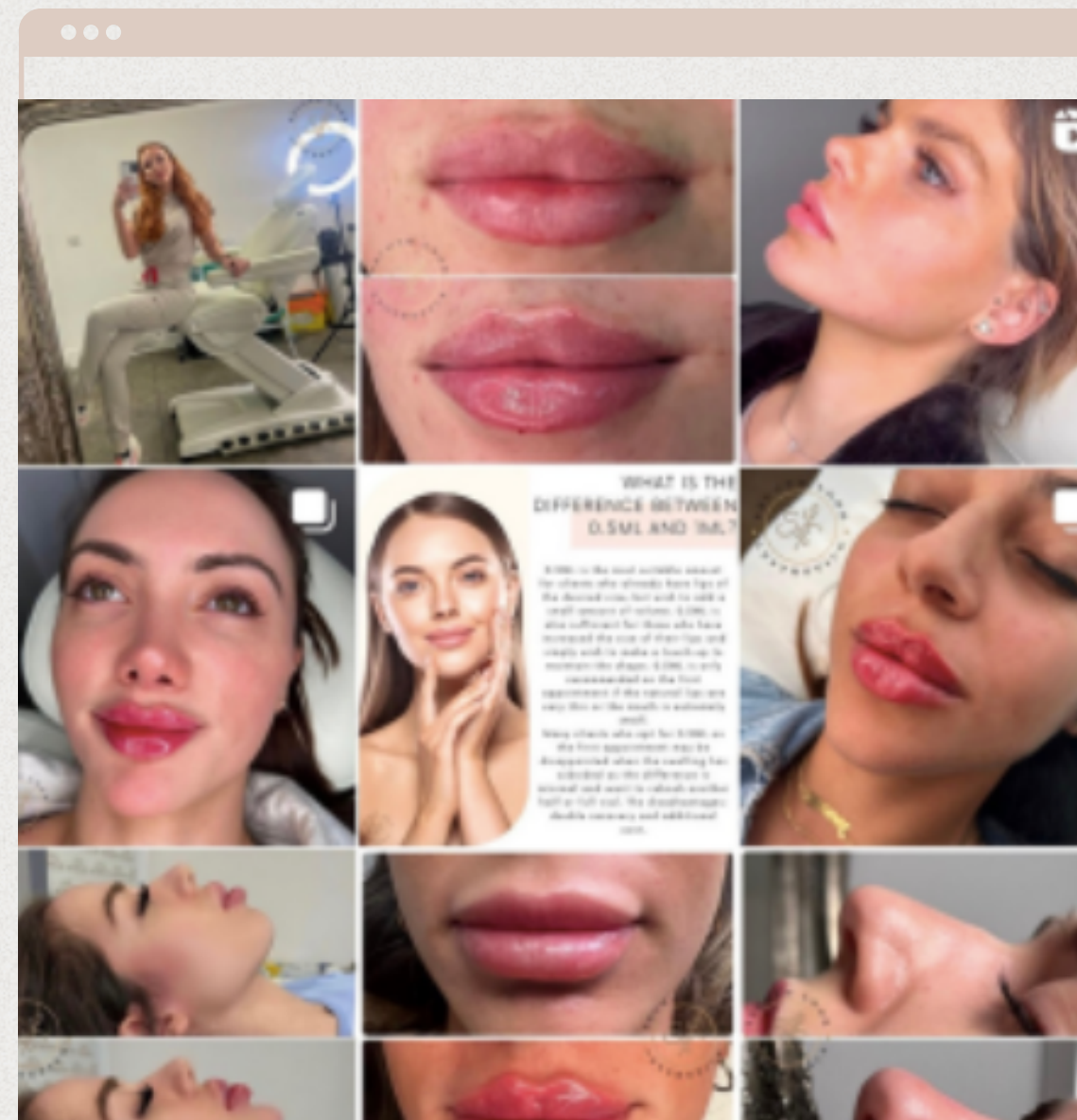


PROJECT 2

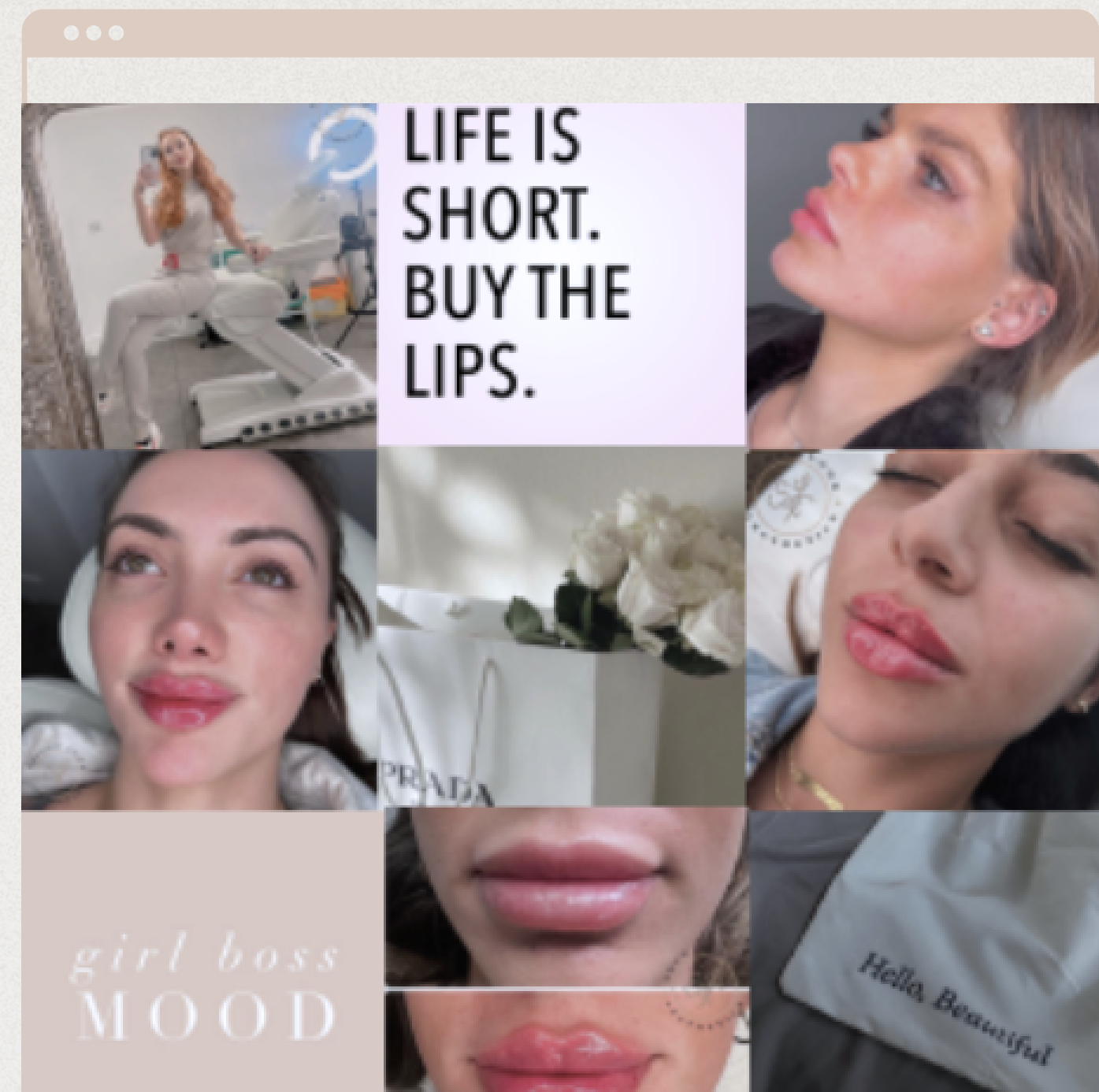
SOCIAL MEDIA TEMPLATES

This project involved devising a cohesive aesthetic feed plan tailored to a cosmetic filler-focused beauty business. The proposal emphasized maintaining a consistent and visually appealing theme characterized by a cool and modern aesthetic. To enhance the feed's visual impact, I strategically incorporated filler images. This approach not only aimed to captivate the existing audience but also attract new followers, aligning with the brand's core message of offering a distinctive 'second look' and promoting a refined and pristine appearance.

BEFORE



AFTER



PROJECT 3

WEBSITE DESIGN

I enhanced an online charm shop's digital platform by creating and maintaining an efficient Shopify website. This included designing the logo and capturing product images for seamless integration. The website was structured in a user-friendly manner as per the client's specifications, using Canvas for logo and product image design.

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OUR LATEST DROP

[shop here](#)

VIDEO CONTENT



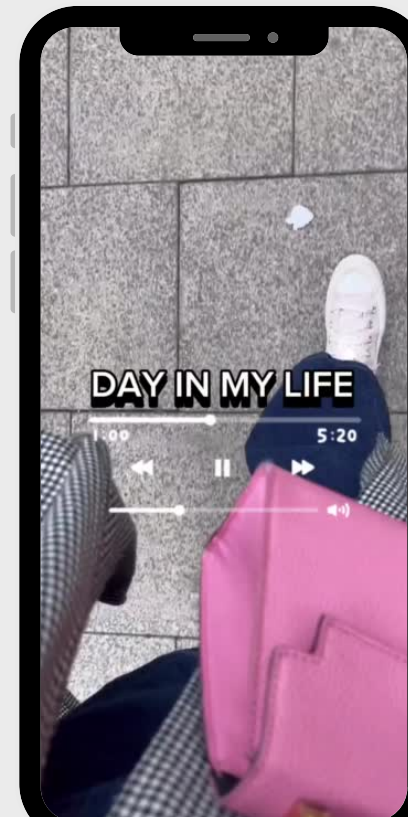
UNBOXING Rare
Beauty Lip Gloss + try on



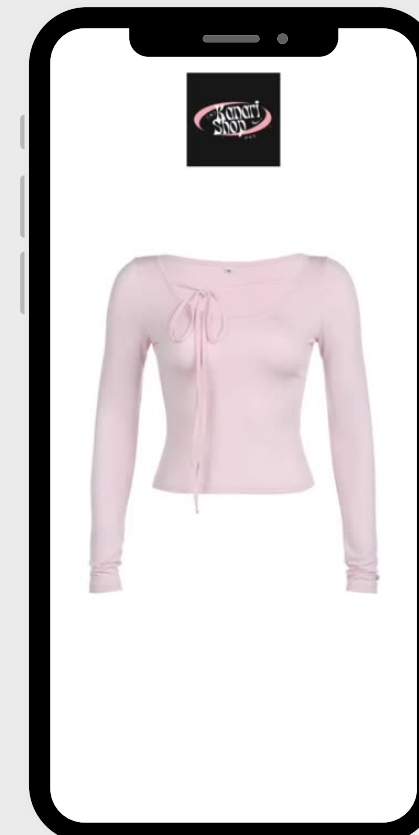
Necklace



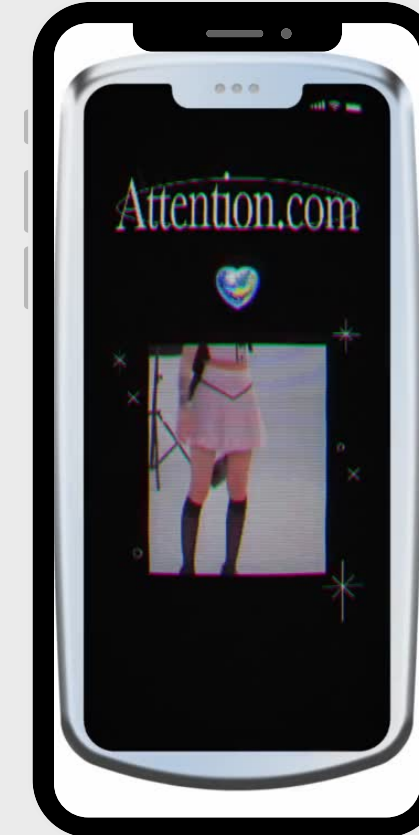
Wellness journal by
Papier



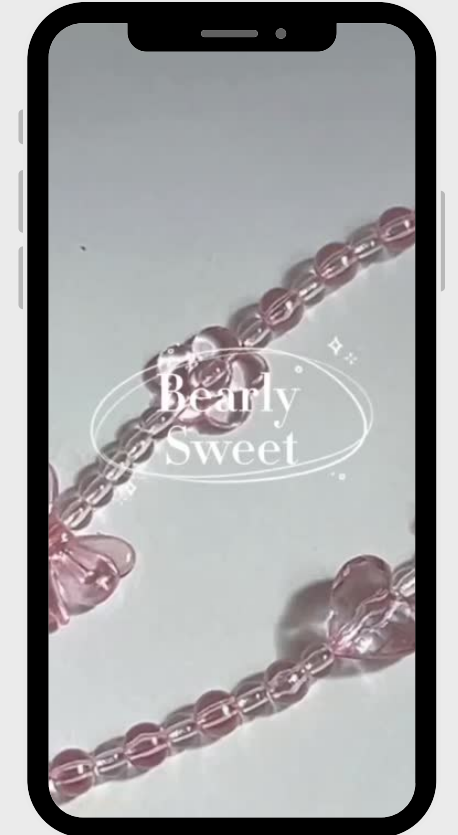
Day in life - with
voiceovers



Kanari Collection
Launch



Kanari Collection
Launch



ai stuidos collection

If you are here by PDF, to view these videos click this link:

<https://tinyurl.com/5n8e9ne2>



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