

AALIYAH ELASKARY

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Hangzhou, China



Scan for the creative side

SUMMARY

Social Media Manager at ForteDepot with four years of experience in social media management, content creation, merchant success, and customer service. I hold a Master's degree in Communication Studies from Nanjing University, where my research focused on AI-generated advertising, quantitative methodologies, and consumer behavior.

Fluent in Arabic (native), English, and Chinese, I bring a multicultural perspective to brand communication and digital storytelling. I'm passionate about photography, writing, and squash.

PROFESSIONAL EXPERIENCE

Social Media Manager

Fortedepot | July 2025 - Present

- Oversee content creation and publishing across Instagram, TikTok, LinkedIn, and Facebook, ensuring alignment with brand voice and marketing objectives.
- Conduct market research and competitor analysis to guide social media strategies and campaign planning.
- Contribute to the planning and execution of content plan that strengthen international brand awareness.
- Write engaging ad scripts and short-form video concepts; participate in shooting, directing, and editing.
- Manage the workflow of outsourced production teams, ensuring all content meets creative and quality standards.
- Coordinate KOL collaboration campaigns to boost brand visibility — negotiated with 11 influencers, generating over 120,000 total views while maintaining a low budget.
- Design visual and video content using Canva and CapCut to support storytelling and digital marketing initiatives.

Merchant Success Specialist

Poppy Mobile Shopping, Inc | February 2022 - May 2023

- Conducted data analysis using Store Leads to identify qualified prospect companies and sellers, driving targeted outreach.
- Recruited over 500 U.S.-based merchants through multi-channel outreach via CRM tools like HubSpot, exceeding targets.
- Built and maintained strong relationships with merchants through proactive follow-ups and regular updates on product features.
- Provided support via email, calls, and live chat during onboarding, resolving issues quickly to enhance user experience.
- Collected seller feedback, collaborated with cross-functional teams to implement strategies for platform improvement. Trained and supervised new team members, ensuring high performance and adherence to company standards.

Social Media Specialist

Poppy Mobile Shopping, Inc | October 2021 - February 2022

- Successfully grew 2 Facebook groups from scratch to 15K members within 3 months, minimizing ad spend.
- Created and curated engaging content, increasing group participation and fostering a strong community.
- Monitored social media analytics to assess performance and optimize content strategy for continued growth.
- Developed creative engagement strategies, resulting in a significant rise in user interaction and community feedback.
- Responded to inquiries in a timely and professional manner, ensuring a positive community experience.

Customer Service Representative (English)

Travix (Online Travel Agency) | February 2020 - September 2020

- Provided exceptional service by resolving complex customer inquiries related to travel bookings and issues.
- Consistently exceeded daily targets, handling over 70 tickets per day while maintaining a quality score of 90%+.
- Played a key role in supporting the refund and exchange processes during the COVID-19 pandemic, ensuring customer satisfaction.
- Offered detailed product knowledge to assist other teams, improving internal processes and enhancing service quality

EDUCATION

Nanjing University

M.A. in Communication Studies | 2025

- Full scholarship from the Chinese Government
- Research Focus: AI-generated advertisements, consumer behavior, quantitative research

Cairo University

B.A. in Chinese Language and Literature (Honors) 2020

- General Estimate: Excellent
- Awarded first prize in the Intermediate Translation Competition (CH-AR, AR-CH)
- Participated in Cairo University and Peking University's joint Chinese Language Summer Course

Zhejiang University

Exchange Student | 2019

- Obtained a scholarship from Confucius Institute to study Chinese Language at Zhejiang University for one year.
- Participated in many student activities and clubs like the calligraphy club and volunteered in organizing international students' events.

PUBLICATIONS

- **Editorial Advisory Board Member | 2024**

Engaging Higher Education Teachers and Students with Transnational Leadership

- **Editorial Advisory Board Member | 2024**

Developments & Future Trends In Transnational Higher Education Leadership

- **Conference Paper (Poster Presentation) | 2024**

“Consumers’ Perceptions of AI-Generated Global Warming Advertisements” Presented at
健康传播专委会年会, Beijing

SKILLS

- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- HubSpot
- HTML
- CSS
- SPSS
- Canva
- Capcut
- Time Management
- Problem-Solving
- Leadership
- Adaptability
- Teamwork