



ALIYAH

Digital Marketing & Community Manager | Virtual Assistant

PROFESSIONAL SUMMARY

Resourceful and results-driven Digital Marketing and Community Manager with a diverse background in social media management, content creation, CRM systems, and client support across industries like real estate, crypto, fitness, and marketing. Proven ability to execute high-impact campaigns, maintain organized workflows, and engage online communities to drive growth and visibility.

Currently seeking opportunities in social media strategy, SEO, digital marketing, or community management where I can contribute to team success through creative storytelling, operational support, and smart tech tools.

CORE SKILL SET

- Social Media Management
- CRM Management & Lead Generation
- Email & Calendar Management
- Video Editing (CapCut, Final Cut Pro, Adobe Premiere Pro)
- Graphic Design (Canva, Photoshop)
- Administrative Support & Data Entry
- SEO & Community Engagement (Reddit, Quora, Twitter)
- Microsoft Office & Google Workspace
- Blog Writing & Transcription

INDUSTRY EXPERIENCE

- Real Estate
- Marketing & Advertising
- Cryptocurrency
- Fitness & Wellness
- Administrative Services

PROFESSIONAL EXPERIENCE

Digital Marketing & Social Media Support – Freelance / Project-Based
Real Estate, Crypto, Fitness, Marketing Clients

Content Creation & Engagement:

- Produced daily content tailored to platform algorithms, edited video and photo assets, designed branded thumbnails
- Contributed to consistent follower growth and audience engagement across channels

CRM & Operational Support:

- Managed MLS and FSBO listings in real estate, updated CRMs, and coordinated client info
- Performed customer service, follow-ups, and backend assistance for digital workflows

SEO & Community Outreach:

- Executed SEO and visibility campaigns for crypto company Netcoins via Reddit, Quora, and Twitter
- Participated in discussion threads and answered questions to build brand presence

Client Relations & Lead Generation:

- Maintained direct communication with fitness clients, tracked progress, and adjusted plans as needed
- Sourced leads via Instagram and managed outreach campaigns using CRM tools

CREATIVE PORTFOLIO

- 📁 Carousel Designs (Canva, Photoshop): [View Designs](#)
- 📁 Video Editing Samples (CapCut, Final Cut, Premiere Pro): [View Videos](#)
- 📁 Logo Designs (Photoshop): [View Logos](#)
- 📁 YouTube Thumbnails (Canva, Photoshop): [View Thumbnails](#)
- 📁 Article Covers (Photoshop): [View Covers](#)