



Sheyla Asadli

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WORK EXPERIENCE

ORGANIZING COMMITTEE VICE PRESIDENT OF 31ST NATIONAL CONFERENCE – AIESEC IN AZERBAIJAN – 13/11/2025 – Current – BAKU, AZERBAIJAN

- Contributed to defining the conference theme and overall brand positioning.
- Managed communication with national and international delegates.
- Led the creation and design of the Delegates Booklet.
- Managed registration forms and delegate data.
- Collaborated with the Marketing Department on SMM and promotional activities to increase visibility and participation.

CONTENT CREATOR(FREELANCE) – ZEON CAMPUS – 15/10/2025 – 31/10/2025 – BAKU, AZERBAIJAN

- Covered event shootings, capturing high-quality photo and video content using mobile devices
- Created and edited social media content, including Reels, short videos, and posts
- Edited videos using CapCut, ensuring engaging and platform-optimized content
- Collaborated with teams to produce content aligned with brand identity and social media strategies

CONTENT CREATOR(FREELANCE) – SHINE QUANTUM- PSIXOLOGIYA VƏ NLP TƏLİM MƏRKƏZİ – 15/08/2025 – 01/11/2025 – BAKU, AZERBAIJAN

- Covered event shootings, capturing high-quality photo and video content using mobile devices
- Created and edited social media content, including Reels, short videos, and posts
- Designed social media visuals and posts using Canva
- Edited videos using CapCut, ensuring engaging and platform-optimized content
- Collaborated with partner to produce content aligned with brand identity and social media strategies

ORGANIZING COMMITTEE VICE PRESIDENT OF 26TH NATIONAL CONFERENCE – AIESEC IN AZERBAIJAN – 15/06/2023 – 15/09/2023 – BAKU, AZERBAIJAN

- Contributed to defining the conference theme and overall brand positioning.
- Managed communication with national and international delegates.
- Led the creation and design of the Delegates Booklet.
- Managed registration forms and delegate data.
- Collaborated with the Marketing Department on SMM and promotional activities to increase visibility and participation.

SOCIAL MEDIA MANAGER – AIESEC IN ITALY – 01/01/2023 – 15/07/2023

- Developed and executed digital marketing strategies to enhance brand awareness.
- Worked on tight deadlines both independently and within a team to produce high-quality content.
- Created engaging social media posts, edited visuals, and managed platform analytics.
- Contributed new ideas and optimized editing processes for better efficiency.

CUSTOMER EXPERIENCE COORDINATOR – AIESEC IN AZERBAIJAN – 01/01/2023 – 30/07/2023 – BAKU, AZERBAIJAN

- Supervised and managed a five-person team to improve customer experience strategies.
- Designed work plans, set objectives, and conducted weekly meetings to track progress.

- Provided training to team members on various departments and organizational structures.
- Facilitated information exchange between students and international stakeholders.
- Organized and managed international calls with foreign partners to foster collaboration.
- Ensured seamless communication between different teams to enhance project outcomes.

CUSTOMER EXPERIENCE MANAGER – AIESEC IN AZERBAIJAN – 01/08/2022 – 30/01/2023 – BAKU, AZERBAIJAN

- Built and maintained strong relationships with clients by promptly responding to inquiries.
- Assessed customer needs and provided tailored solutions to enhance satisfaction.
- Managed issue resolution processes and followed up with both existing and potential clients.
- Ensured a seamless customer experience through effective communication and problem-solving.

EDUCATION AND TRAINING

15/09/2020 – 30/05/2025 Baku, Azerbaijan

BACHELOR'S DEGREE IN MATHEMATICS AND INFORMATICS TEACHING Khazar University

Website <https://www.khazar.org/>

16/09/2025 – CURRENT

PROFESSIONAL MARKETING ACADEMY Baku Growth Academy

Website <https://bga.az/> | Field of study Marketing

22/12/2025 – 20/02/2026

SOCIAL MEDIA MANAGEMENT Div Academy

Website <https://div.edu.az/> | Field of study Marketing

LANGUAGE SKILLS

Mother tongue(s): **AZERBAIJANI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2
TURKISH	C1	C1	C1	C1	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Typeform | Social Media | Google Drive | Meta ads | Microsoft Office

CREATIVE WORKS

Portfolio (Google Drive link)

AI-based content, mobile videography, social media post designs.

Link https://drive.google.com/drive/folders/1HgidGWTwn5-6NXs_2C5U8ZG3HhW4o4yy?usp=sharing