

Aidai Aitbekova

Content Moderator

✉ aitbekovaidai4@gmail.com ☎ +48576887841 📍 Warsaw, Poland

PROFESSIONAL EXPERIENCE

Marketer and Reseptionist

Aisha Hotel [🔗](#)

08/2023 – 09/2024
Bishkek, Kyrgyzstan

Developed Marketing Strategy:

- Developed creative ideas and published interesting content on the company's Instagram page.
- Conducted a SWOT analysis of competitors to identify the company's unique advantages.
- Defined the company's mission and vision through strategic goal setting.
- Analyzed and clearly defined the target audience within the city and other regions of the country.

Successfully managed multitasking processes, including documentation, accounting, and event organization for groups of 50-80 people. Created content for Instagram and TikTok, boosting hotel visibility, attracting new clients, and improving the Booking rating from 4 to 8.

Successfully handled challenging clients and situations, including cases involving intimate materials and harassment, where at times things nearly went to court. Fortunately, effective solutions were always found, and issues were resolved professionally.

Content Moderator

QSI International School of Bishkek [🔗](#)

03/2022 – 07/2022
Bishkek, Kyrgyzstan

- Worked as a content moderator, developing social media plans and creating infographics for visual presentation.
- Managed student data and produced content showcasing school life.

As part of a school initiative, collaborated with students on charitable projects, organizing fundraising events at fairs and visiting a children's home for kids with disabilities. Provided food, clothing, and toys, giving students the opportunity to interact, play, and gain a deeper understanding of different life experiences, fostering empathy and awareness.

EDUCATION

New Media and Public Relations

University of Economics and Human Science [🔗](#)

10/2024 – present
Warsaw, Poland

Oriental Studies and International relations

Bishkek State University named after Kusein Karasaev [🔗](#)

09/2019 – 06/2023
Bishkek, Kyrgyzstan

SKILLS

Commitment to quality, efficiency and effectiveness

I always strive for excellence in client service, content creation, and organizational tasks.

Strong coping, emotional resilience, and stress-management skills

Extensive experience in client communication and problem resolution.

INTERESTS

I'm eager to study AI development, especially in healthcare. — I agree with Katarzyna Byszek-Stevens, who highlighted how AI can make care models more personalized and effective. AI is already a key part of our lives and will only grow in importance. With its human-centered, empathetic capabilities, AI is making interactions feel more personal, which excites me to advance these technologies to improve healthcare accessibility and quality.