Nashville, TN, USA
+1 (615) 613-1416
seilkhanovamalika@mail.ru
instagram.com/demesenova_22
malika-smm.pages.dev

Malika Seilkhanova

SMM Specialist · Content Creator · Reels Video Editor

Instagram SMM specialist and content creator with **4 years of experience** (since 2022). I plan, shoot, edit and publish Reels and Stories, design visuals in Canva and appear on camera as the face of the brand. My first US project, **Baam Burger** in Nashville, grew its audience by **16.6%**, with Reels reaching up to **33K views** each. Before that I made Reels for flower, fashion and coffee brands in Kazakhstan. Looking for an SMM / content creator role where I can own a brand's Instagram from the content plan to the results.

EXPERIENCE

SMM Specialist & Content Creator

Feb 2026

Baam Burger — smash burger restaurant, Nashville, TN, USA · first US project · @baamburgernashville

+16.6%	40	60K
follower growth 5,853 → 6,823	new posts published 139 → 179	views across 4 Reels

- Ran the brand's Instagram from start to finish: content plan, shooting, editing, publishing and engaging with the community.
- Shot and edited photo and video content in the restaurant and on the street; edited Reels in **CapCut** with trending formats, captions and pacing built to hold attention.
- Appeared on camera as the **face of the brand** in Reels and Stories, which made the account more personal and approachable.
- Designed the profile picture and a consistent visual style in **Canva**, including menu cards (Cheeseburger, Double Cheeseburger, Lettuce Wrap) and ingredient carousels.
- Grew the account to **+970 followers** and published **40 posts**, giving the brand regular new content and a stronger presence.

TOP REELS — RESULTS

Reel	Views	Shares	Saves	New follows
On-camera ingredient reel	33,226	260	248	92
Menu showcase reel	11,400	204	111	—
Street tasting reel (20s avg. watch time)	8,164	338	15	11
Past · Present · Future trend reel	6,823	107	74	4

SMM Specialist & Reels Creator

2022 – present

Brands in Kazakhstan — flowers, fashion, coffee

- **Romantic Almaty** (flower delivery, Almaty): trend and storytelling Reels, a flag-bouquet series and holiday content for Nauryz.
- **Aliera** (women's outerwear, Almaty): collection and styling Reels, colour stories and a giveaway campaign.
- **Urbo Coffee** (coffee shop, Aktau): menu and breakfast Reels and on-camera reviews.

SKILLS

- Instagram strategy & growth
- Short-form video: Reels, Stories
- Video editing
- Mobile photo & video shooting
- On-camera presenting
- Content planning & scheduling
- Graphic design for social
- Copywriting & captions
- Community engagement
- Instagram Insights analytics

TOOLS

CapCut · Canva · Instagram · Instagram Insights

LANGUAGES

Russian — Fluent
English — A2 (Elementary)

INDUSTRIES

Food & beverage (US) · Coffee shops · Flowers & gifts · Fashion

PORTFOLIO

Baam Burger case study and Reels for other brands: malika-smm.pages.dev