

HINNA RAJA

CURRICULUM VITAE

EXPERIENCE

SEP 2019-PRES

SEO SPECIALIST L2T MEDIA

ANALYZE, REVIEW AND IMPLEMENT WEBSITE OPTIMIZATIONS TO PERFORM EFFECTIVELY IN SEARCH ENGINE QUERIES. DEVELOP DIGITAL CONTENT TO INCLUDE KEYWORDS AND PHRASES AIMED TO DRIVE ORGANIC TRAFFIC. CONDUCT VARIOUS TESTING METHODS IN DESIGN, LAYOUT AND ADVERTISING TECHNIQUES TO MAXIMIZE AUDIENCE ENGAGEMENT.

MAY 2017-DEC 2018

VIDEO PRODUCER AKROS TV

OVERSEE ALL STAGES OF BRANDED VIDEO PRODUCTION INCLUDING CREATING SCOPES AND ESTIMATES, RECRUITING TALENT, PRESENTING TO CLIENTS, MAINTAINING BUDGETS, CREATING PRE-PRODUCTION DECKS, WRITING SHOT-LISTS, AND MANAGING POST-PRODUCTION TO SEO STANDARDS.

JAN-MAY 2018

DOCUMENTARY FILMMAKING FELLOW NASA: THE CAPSAT PROGRAM

SHOOT AND INTERVIEW THE CAPSAT TEAM OVER THE COURSE OF THEIR YEAR-LONG PROJECT. DESIGN AND PRODUCE AN EDUCATIONAL MUSIC VIDEO BRANDED FOR THE PROGRAM'S MARKETING TO MAINSTREAM AUDIENCES.

MAY-AUG 2017

SEO CONTENT CREATION INTERN LOUD INTERACTIVE, LLC

CREATE DIGITAL CONTENT FOR CLIENTS IN LINE WITH TECHNICAL AND CREATIVE STANDARDS TO DRIVE TRAFFIC, IMPROVE RANKINGS, AND INCREASE AWARENESS OF CLIENTELE IN ORGANIC SEARCH ENGINE VISIBILITY.

MAY 2017-AUG 2018

HEAD VIDEO PRODUCTION INTERN FOOTIN.COM

TRAVEL TO SHOOT INTERNATIONAL EXTREME SPORTS COMPETITIONS AND RUN ATHLETE INTERVIEWS. OVERSEE VIDEO INTERN TEAM IN THE INSTRUCTION AND TRAINING OF CAMERA OPERATION, EQUIPMENT COMPREHENSION AND POST-PRODUCTION BRANDING.

JAN-MAY 2018

VISUAL DESIGNER NINTH LETTER MAGAZINE

DESIGN EVERY ASPECT OF THE FINAL PRINT PUBLICATION WITH A TEAM OF EIGHT FOR THE AWARD-WINNING PRINT MAGAZINE. SOLD IN BARNES AND NOBLE BOOKSTORES NATIONWIDE.

JAN-MAY 2018

CURATOR/ HEAD OF PUBLICITY ILLINIFEST STUDENT FILM FESTIVAL

DESIGN PRINT/ DIGITAL MARKETING MATERIALS, FESTIVAL APPAREL, PROGRAMS, NAMETAGS, AND MOTION GRAPHICS. CREATE CONTENT FOR/ RUN SOCIAL MEDIA ACCOUNTS. RECRUIT PANEL OF JUDGES. DIRECT FESTIVAL OPERATIONS.

MAY 2017-DEC 2018

PRODUCER/ REPORTER/ ANCHOR UI7 NEWS

PITCH AND PRODUCE STORY IDEAS IN VIDEO FORMAT TO BE BROADCASTED ON LIVE TV. INTERVIEW SUBJECTS, SHOOT B-ROLL, AND EDIT IN AP FORMAT. RUN VIRTUALLY EVERY POSITION OF A NEWS TEAM BOTH ON AND OFF CAMERA.

JAN-DEC 2017

WRITER/ VIDEOGRAPHER/ PHOTOGRAPHER IMPULSE MAGAZINE

WRITE, PHOTOGRAPH, AND DESIGN SPREADS FOR THE MAGAZINE'S BIENNIAL RELEASES. INDEPENDENTLY PRODUCE MY "HUMANS" DOCUMENTARY SERIES, PICKED UP BY THE MAGAZINE TO DIVERSIFY CONTENT.

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

BROADCAST JOURNALISM
MINORS IN ART & DESIGN AND POLITICAL SCIENCE
CLASS OF 2018

SOFTWARE PROFICIENCY



AWARD LAURELS



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