

# Hinna Raja

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[WWW.HINNA.WORLD](http://WWW.HINNA.WORLD)

I CREATE VIRAL CONTENT FOR BRAND SOCIALS

Multi-award-winning creative content professional with a **deep pulse on internet culture** and 8+ years of experience crafting **high-performing social content** for industry-leading brands like Spotify, Netflix, Google + more. I specialize in content creation, social strategy, trend forecasting, concept ideation, and creator partnerships -- helping brands tap into real-time cultural moments on TikTok, Instagram, and beyond to become an authentic + valuable part of today's ever-changing digital landscape.

## WORK HISTORY

### CONTENT CREATOR, MULTIPLE BRANDS

JAN 2024 - PRES

- Lead culture-driven creative content and campaigns, developing concepts that position brands at the forefront of internet and social trends
- Execute multi-platform content programs for Gen Z / Millennial audiences, starting from trend forecasting, to concepts ideation, to the production of creator-led campaigns

### CREATIVE DIRECTOR, THE TIMES

SEP - DEC 2023

- Lead creative concept development for social/digital and experiential campaigns for industry-dominating brands in lifestyle + entertainment
- Collaborate closely with creative + production teams in the execution of innovative campaigns designed to bring brand narratives to the forefront of pop culture

### CREATIVE DIRECTOR, WARNER MUSIC GROUP

MAR - AUG 2023

- Lead a creative team of editors, videographers and designers in the execution of top-level creative for world-class clients in entertainment and fashion
- Oversee ideation, deck creation, and production of high-performing short-form social content for branded channels

### CONTENT CREATOR, MULTIPLE BRANDS

JAN 2022 - MAR 2023

- Collaborate with external creative teams to drive brand vision through video/design campaigns for social and digital channels
- Independently manage end-to-end creative process for video and design campaigns from concept to activation

### SOCIAL CREATOR, PUMA

AUG - DEC 2021

- Regularly pitch and produce new ideas for creative social content within the sneaker, fashion, sports and pop culture space
- Independently manage the production of social video content for use across the board on Puma socials for Instagram, TikTok, Youtube + more

### INTERACTIVE DESIGNER, HI5 AGENCY

APR - DEC 2021

- Collaborate with Art and Creative Directors, A/V and Design teams in production of innovative campaigns for global clients in the music, culture, + entertainment space
- Craft visually impactful creative and strategy for diverse creative projects like social campaigns, music videos, films, billboard ads, and TV commercials, contributing to comprehensive 360-degree campaigns for social, digital and interactive channels

### CONTENT SPECIALIST, L2T MEDIA

SEP 2019 - APR 2021

### SOCIAL PRODUCER, HOUSE AKROS

MAY 2017 - DEC 2018

### VISUAL DESIGNER, NINTH LETTER MAGAZINE

JAN - MAY 2017

## EDUCATION

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN  
BACHELOR OF ARTS

## CLIENTS

SPOTIFY	FENDER
NETFLIX	UNIVERSAL
PEPSI	AMAZON
HULU	PUMA
DISNEY	+ MORE

## ADOBE CREATIVE SUITE

PHOTOSHOP	●●●●●●●●
PREMIERE PRO	●●●●●●●●
AFTER EFFECTS	●●●●●●●●
ILLUSTRATOR	●●●●●●●●
INDESIGN	●●●●●●●●
LIGHTROOM	●●●●●●●●

## HONORS + AWARDS



### VIDEO

#### Best Cinematography

8th annual WRC feminist film festival 2018

#### Mark of Excellence

SPJ visual storytelling: video division 2018



### DESIGN

#### Excellence in Design

UCDA design competition 2018

#### Best in Design

Applied Arts Magazine 2018