

# Hinna Raja

Brand Strategy Professional  
Social Media | Creative | Content

For nearly a decade, I've been at the intersection of **social media**, **creative direction**, and **content strategy**, helping industry-dominating brands balance data-driven insights with creative intuition to not just chase numbers but **tell stories that resonate with real people**.

The future of strategy isn't just about hitting KPIs—it's about **understanding human behavior, culture, and conversation**. My expertise lies in bridging the gap between brand goals and cultural relevance, turning insights into scroll-stopping, conversation-driving content.

## WORK HISTORY

### CREATIVE CONTENT CONSULTANT, PRIVATE BRAND CLIENTS

Brand Strategy / Social Media / Creative Direction  
JAN 2024 - PRES

- Craft narrative-driven brand strategies that go beyond numbers and strategically position brands in digital culture in ways that provide real value to their audiences.
- Balance data-backed decisions with creative storytelling in the development of branded content + campaigns, ensuring content serves real people first, with performance metrics

### CREATIVE CONTENT DIRECTOR, THE TIMES

Creative Strategy / Social Media Content  
SEP - DEC 2023

- Lead strategy and creative concept development for social and digital campaigns for industry-dominating brands in lifestyle + entertainment
- Develop and execute social media strategies that prioritized authentic audience connection over vanity metrics, leveraging insights into human behavior and digital trends to drive engagement.

### CREATIVE CONTENT DIRECTOR, WARNER MUSIC GROUP

MAR - AUG 2023

- Oversee strategy and creation of high-performing short-form social content for world-class clients in entertainment and fashion
- Conceptualize and produce trend-driven, culturally relevant content, ensuring brands weren't just participating in online conversations—but leading them.

### CREATIVE CONTENT CONSULTANT, PRIVATE BRAND CLIENTS

JAN 2022 - MAR 2023

### SENIOR CONTENT PRODUCER, PUMA

AUG - DEC 2021

- Regularly pitch and develop new ideas for creative social content within the sneaker, fashion, sports and pop culture space
- Produce creative content to work in video format for use across the board on Puma socials for Instagram grid videos, Stories, Reels, IGTV, TikTok, and YouTube Shorts

### INTERACTIVE DESIGNER, HI5 AGENCY

APR - DEC 2021

- Collaborate with Art and Creative Directors, A/V and Motion Design teams in the strategy, design + production of creative campaigns for our pool of world-class clients within the music, culture, + entertainment industries
- Develop vision and strategy for each unique creative brief into formats spanning creative and pitch decks, social campaigns, in-film visuals, music videos, + overall 360 campaigns

### SEO SPECIALIST, L2T MEDIA

SEP 2019 - APR 2021

### PRODUCER, HOUSE AKROS

MAY 2017 - DEC 2018

### DESIGNER, NINTH LETTER MAGAZINE

JAN - MAY 2017

## CONTACT

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 [PORTFOLIO](#)

## EDUCATION

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN  
BACHELOR OF ARTS

## SKILLS

Brand Strategy  
Creative Strategy  
Content Strategy  
Social Media

## CLIENTS

SPOTIFY	FENDER
NETFLIX	UNIVERSAL
PEPSI	AMAZON
HULU	PUMA
DISNEY	+ MORE

## HONORS + AWARDS

### Best Cinematography

8th annual WRC feminist film festival 2018

### Mark of Excellence

SPJ visual storytelling: video division 2018

### Excellence in Design

UCDA design competition 2018

### Best in Design

Applied Arts Magazine 2018