

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 real 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

 (224) 636-6868

 HINNA613@GMAIL.COM

 [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