

DAN HINDER

DIGITAL CONTENT SPECIALIST AND MARKETER

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PROFILE

As a Content Creator at Pride in London and previously at SuperAwesome, an Epic Games company, I have over 4 years of experience in creating imaginative and engaging content for young audiences. I have produced and managed content for the social media app PopJam and the gaming streaming service GameWithMe, using my skills in Adobe Suite, Canva, Figma, and Miro. Recently I have been producing social media content for @prideinlondon on Instagram with over 80K followers gaining an ER topping 8.4%! My goal is to deliver high-quality content that entertains, educates, and empowers communities.

SKILLS

- Digital Content Planning: Organising marketing plans, social media strategies and digital content.
- Video editing: Premiere Pro, Canva, CapCut.
- Analytical reporting: Meta + Twitter/X + TikTok Reports, YouTube Studio Reports, Google Analytics, Trade/App reports, Magento reports, Tubular, Crazy Egg.
- Safety management for mobile app communities.
- AI model training and content evaluation.
- Content production with a focus on Kid-tech design code and K-COPPA regulations.
- Strategic content planning and ideation facilitator.
- Social Media Marketing (PR/Influencer): Hootsuite, Buffer, Meta and YouTube analytics.
- Copywriting: Social Media, web content, email.
- Email Marketing, Automation, Segmentation targeting: Klayvio, Emarsys, Mailchimp.
- Paid Search: Google Ad words, Facebook/Instagram Ads, Ad-roll experience, Awesome Ads.
- Graphic Design: creating web assets, brochures/lookbooks, VIP collateral, branding and typography.
- Web Front-End Development: Magento, WordPress, Shopify, Wix, PIM, SQL.
- Dropship Marketplace Management: Amazon, Farfetch, Maisonette, VogaCloset.
- SEO: ScreamingFrog, Google Search Console.
- Coding: html:5, CSS, Chrome tools, Terminal
- Project Management: Jira: Atlassian, TeamWork
- Fashion Design: Illustrator CAD drawing, casting, backdrop design, model hiring, fashion design.
- Personal assisting: Xero, invoicing, VIP clients.
- PR: Gifting, social outreach, PR events and pop-ups
- Adobe CC Suite: Photoshop, Premiere Pro, etc.

EDUCATION

Coding course: html:5, CSS, CodeCademy, (2020).

BA Fine Art, First, University of Brighton. (2014-2017)

Level 3/4 Foundation Art & Design, Distinction, Reading College. (2013-2014)

WORK EXPERIENCE

Content Creator, Pride in London (May 2024-present)

- Develop engaging social media content that reflects the vibrancy and spirit of the LGBTQIA+ community.
- Collaborate with the marketing team, volunteers, and community members to align social media content.
- Community management + social media analytics.
- Maintaining the @prideinlondon account with 80K Fs.
- Producing graphic design and video editing needs.
- Liaising with music, event and social media agencies.

AI Content Writing Evaluator, Outlier (May 2024-present)

- Generating high-quality training data to improve generative AI models.
- Staying up to date with new AI models and training.
- Contributing to the development of guidelines and best practices for content evaluation processes.

Content Specialist, Super Awesome (Epic Games) (Nov 2021-Dec 2023)

- Part of the leading team that set up a new gaming streaming service directed at an under-13 audience.
- Video editing for social media: YT Shorts, TikToks.
- Led strategic content ideation sessions to drive key KPIs and bring exciting content initiatives to life.
- Driving analytical reports for the wider team.
- Composing and scheduling B2B partner emails.
- Designing editorial content for the PopJam app and supporting external brands such as LEGO, Nintendo etc.
- Lead content strategist for PopJam's main channel.

Content Producer, Super Awesome (Epic Games) (Aug 2021-Nov 2021)

- Responsible for producing and managing content on kid-safe social media app PopJam.
- Creative content ideation - generating imaginative content plans for socials and engagements.
- Video editing, VOX, scripting and graphic design.

Ecommerce Production Coordinator, Boden. (Jul 2020-Aug 2021).

- Responsible for the web product production at Boden creating imagery and video uploads.
- SQL DTSX + Batch file upload for Imagery: recoding, uploading and product imagery updates.
- Online marketing and affiliates promo codes to coincide with the wider company calendar.
- PIM: Moving from legacy SQL and Bloomreach: Boosting products in line with customers.

E-commerce and Marketing Assistant, Sunuva. (Dec 2018 - Apr 2020).

- Creating SEO-enhanced web content and emails for Klayvio, Mailchimp, Emarsys, Instagram and Facebook.
- Strong knowledge of Magento, Shopify and Farfetch.
- Providing in-depth Google Analytics reports.