

DAN HINDER

DIGITAL CONTENT SPECIALIST AND MARKETER

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PROFILE

I am currently working as a Content Creator at Pride in London and previously at SuperAwesome (an Epic Games company). I have over 6 years of experience in creating imaginative and engaging marketing content. Recently I have been producing social media content for @prideinlondon on Instagram with over 80K followers gaining ERs topping 8.4%! My goal is to deliver quality content that empowers and educates.

SKILLS

- **Content production and strategy:** with a background in Kid-tech design code and COPPA/K-GDPR regulations.
- **Video editing:** Premiere Pro, Canva.
- **Reporting:** Meta + Twitter/X + TikTok Reports, YouTube Studio Reports, GA, Magento reports, Tubular, Crazy Egg.
- **Social media marketing:** Hootsuite, Buffer, YouTube and Meta analytics.
- **Copywriting:** Social, web and email.
- **Project management:** Jira, Monday.
- **Email marketing:** B2B and B2C, Klayvio, Emarsys, Mailchimp.
- **Graphic design:** web and content.
- **AI model training:** content evaluation.
- **Web front-end development:** Magento, WordPress, Shopify, PIM, SQL.
- **SEO content:** Google Search Console.
- **Adobe CC:** Photoshop, InDesign, Illustrator, After Effects.

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 followers.
- Producing graphic design and video editing content.
- Liaising with music, event and social media agencies.

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

- Providing quality data to enhance 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, SuperAwesome (Epic Games) (Aug 2021-Dec 2023)

- Part of the core team that set up a new gaming streaming service directed at an under-13 audience.
- Strategic content ideation sessions to drive key KPIs and bring exciting content initiatives to life.
- Producing editorial content for the PopJam app and supporting external brands such as LEGO, Nintendo etc.
- Following strict COPPA and branded guidelines for content.
- Driving analytical reports for the wider team.
- Video editing for social media: YouTube Shorts, TikToks.
- Composing and scheduling B2B partner emails.
- Using insights from the community to build reactive content.
- Content strategist for PopJam's main channel.
- Responsible for producing and managing content on the leading kid-safe social media app PopJam.

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: recording and uploading product imagery updates.
- Producing affiliate marketing promo codes that coincided with the wider company calendar.
- PIM: Moving from legacy SQL and Bloomreach: Boosting products in response to customer's needs.