

# DAN HINDER

## DIGITAL CONTENT SPECIALIST AND MARKETER

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## PROFILE

I am currently working as a Content Producer at The Pokémon Company International (and previously at SuperAwesome/Epic Games). I have over 7 years of experience in creating imaginative and engaging marketing content. Recently I have been producing content for Pokémon Center websites, and social media for @pokemonnewsuk with 192K followers. My goal is to deliver quality content that empowers and drives sales to diverse audience fan bases.

## SKILLS

- **Content production and strategy:** with a background in Kid-tech design code and COPPA/K-GDPR regulations.
- **Graphic design:** web, print and events.
- **Adobe CC wizard:** Photoshop, InDesign, Illustrator, After Effects.
- **Video editing:** Premiere Pro, Canva.
- **Paid Digital Ads:** Agency production.
- **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.
- **AI model training:** content evaluation.
- **Web front-end development:** Magento, WordPress, Shopify, PIM, SQL.

## 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 Producer, The Pokémon Company International (Contractor with BlueHawk) - (Oct 2024 - Present)**

- Producing multimedia content including video and static for Pokemon Center global websites - UK, US, CA, AU, NZ.
- Social Media production for @PokemonNewsUK (192K followers) to inform fans for product launches and events.
- Working with strict Pokémon corporate guidelines to produce engaging content for web, social and events.
- Print design - flyer/banners/event design for EUIC (the European Pokémon championships) for Excel + NEC venues.
- Paid Social media ad production and analytics.

### **Content Creator, Pride in London - (May 2024 - Oct 2024)**

- 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 (80K followers)
- Producing graphic design and video editing content.
- Liaising with music, event and social media agencies.

### **AI Content Writing Evaluator, Outlier - (May 2024 - Oct 2024)**

- 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.