Hina Janjua

Bay Area and Los Angeles

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Work Experience

VIP Nation - *Various Locations* February 2022 - Present
VIP Assistant
- Coordinating with various team members to create VIP merch packs, handling VIP check-in, escorting, soundcheck, and booth set up and break down
- Previous tours worked: Twice - 4th World Tour III (Oakland) and BTS Permission to Dance Live Play (Las Vegas)

Freelance Events Assistant - *Various Locations* February 2022 - Present
- Collaborated with events team for VIP check-in, line management, VIP merch distribution, and post show VIP polaroid opportunity
- Previous shows worked: VANNER in San Francisco

Studio PAV - *Remote* January 2022 - Present
Street Team Member
- Assisting in social media promotion for the Groovl1n US Tour
- Collaborating with street team leader to brainstorm online promotion strategies

Fortinet – *Sunnyvale, CA* December 2020 - Present
Social Media and Blog Manager
- Overseeing corporate blog and website assets, leading to a 15% increase in SEO and unique page views
- Managed team of 4 to align creative social media assets with website and establish a consistent routine for social media promotion
- Organizing internal records of media coverage reports, amounting to up to 100+ articles a month

Activities

Fan To Band - *Remote* April 2021 - Present
Street Team Member
- Attending workshops on fan engagement and professional skills needed in the music industry
- Proactively pitching ideas to promote various artists through digital campaigns and online engagement

SJSU Public Relations Student Society of America – *San Jose, CA* January 2020 – May 2020
Chapter President
- Spearheaded coordination of the PRSSA district conference through agenda planning, social media and outreach management and event logistics for 100+ stakeholders

Education

NYU x Billboard June 2021 - Present
- Music Industry Essentials Certificate

San Jose State University – *San Jose, CA* 2020
- Bachelor of Arts in Communication Studies, Minor in Public Relations

MINT Talent Group - *Remote* October 2021 - December 2021
Mentee
- Participated in weekly mentorship meetings and educational discussions around the music industry

Skills & Interests

Languages: Fluent in English and Urdu
Technical skills: Microsoft Office, Meltwater, Cision, Sprinklr, Canva
Interests: Events management, creative branding, social media, and writing