

Hermione Khan

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<https://hermioneKhan.github.io/HermioneKhanPortfolio/index.html>

SUMMARY

I am a deeply creative and user-focused worker with a strong foundation in community engagement, content creation, and interactive storytelling. As a producer and marketer for an indie game prototype, I led a multidisciplinary team, fostering collaboration and delivering innovative marketing strategies. My experience creating content for a UK-based South Korean magazine honed my ability to craft engaging narratives for diverse and multi-cultural audiences. Proficient in the Adobe Creative Suite and industry software for content production and data analysis, I thrive in a bright and social working atmosphere. Passionate about gaming and pop culture, I have a deep understanding of contemporary genres, player communities and the importance of understanding user feedback to enhance online experiences. Being able to create social content that brings joy to communities is my number one focus, after all, I too am a fan and player.

EXPERIENCE & ACHIEVEMENTS

2024 - 2025

Content Creator at Cherry Chu Magazine

In this role, I created social media content for TikTok, Instagram and YouTube to build engagement and market the magazine with a comprehensive strategy. I worked in a collaborative team and helped to build a community on X, Bluesky and Discord. This role strengthened my skills in marketing, video editing, teamwork and production.

2023 - 2024

Student Content Creator at The University of York

In this role, I created social media content for The University Of York to promote and market the university. This role strengthened my skills in marketing, video editing and market research.

2022 - 2023

Social & Communications Representative for the Korean Cultural Society at The University of York

In this role, I managed the society's social channels: Instagram, Facebook, X, YouTube and TikTok, and created social media marketing strategies to build the engagement and community of +100 members. This role strengthened my skills in community management, teamwork and social media content production.

2021 - 2022

Marketing Team Member for the Interactive Media Showcase

In this role, I collaborated in a team to create a marketing strategy for the Interactive Media Showcase. This included writing a short narrative for a virtual comic strip which was used to build engagement online for the event. This role strengthened my skills in marketing, video editing, narrative design and teamwork.

SKILLS

- Proficiency in the **Adobe Creative Suite** for design and production (Photoshop, Xd, Illustrator)
- Proficiency in **Video Editing** for both long and short forms (Premiere Pro, Capcut)
- Proficiency in **Audio Editing** within Adobe Audition
- Experience in **Graphic Design** (Canva, Photoshop, Illustrator, Gimp)
- Experience in **Asset Development** (Unity Engine, Blender for 3D Modelling)
- Experience using **data collection** methods (Quantitative, Qualitative) and **data analysis** tools (SPSS, Microsoft Excel)
- Experience in building **community and engagement** through social media platforms (X, Instagram, Tiktok, Bluesky, YouTube, Discord)

EDUCATION

2021 - 2024

The University of York, UK

BSc Interactive Media, First-Class Honours

2014 - 2021

Kesteven and Sleaford High School, Lincolnshire, UK

A-Levels in Product Design (A*), Photography (A), Geography (B) and 11 GCSEs