



HARI KISHAN

Content Strategist & Creative Director

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PROFESSIONAL EXPERIENCE

● Independent Consulting

Since January 2026

Content Strategist & Creative Director

- Develop editorial strategy, content and creative direction across social media, design and video; guide collaborators from brief to publishing.
- Selected project: RAVER India, an independently built music culture platform. Lead Instagram research, writing, design, publishing and analysis.
- Grew the platform to **30,150 followers** as of October 7, 2026. Account analytics recorded **16.09 million views and 8.13 million viewers** in the 180-day window ending October 5, 2026. Editorial distribution used no paid boosting.

● StayQrious Neoschool

Since December 2020

Vertical Head, Content Marketing & Design Since March 2024

- Own social content across Instagram and YouTube, with Facebook cross-posting and selected founder LinkedIn co-writing; coordinate up to four creative contractors.
- Led content delivery for an Instagram audience of **53,800 followers**, spanning founder-led education content and parenting stories.
- YouTube recorded **140,261 views and approximately 1,100 net new subscribers** from October 6, 2025 to October 5, 2026.
- Progressed from learning visualization into multimedia design and content leadership; full social content ownership from January 2022.

● BYJU'S

September 2016 to May 2019

Senior Creative Associate; previously Creative Associate

- Produced educational videos through motion graphics, editing and visual design, including Disney BYJU'S Early Learn and primary-school content.

● egomonk

June to August 2016

Motion Graphics Designer, Intern

EDUCATION

Vellore Institute of Technology

2013 to 2016

Bachelor's Degree in Multimedia Animation,
Design and Visual Communications

ABOUT ME

Content strategist and creative director connecting research, writing and design with social media execution. Experienced in founder-led storytelling, creative team coordination and performance-led editorial planning.

CORE SKILLS

Content strategy
Social media marketing
Content marketing
Audience research
Editorial planning
Copywriting
Scriptwriting
Creative direction
Graphic design
Motion graphics
Video editing
Performance reporting
Contractor management

TOOLS

Adobe Creative Suite, Canva, Meta Business Suite, Higgsfield, Google Sheets, Google Docs, Slack, ChatGPT, Claude, Google Flow

LINKS

LinkedIn: harikishan30

RAVER India: Instagram
raver.live

stayqrious.com