

# Pooja Huff

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Creative Director  
UNFOLD  
Culver City, CA  
Contractor

Dear Creative Director,

I'm excited to express my interest in the Content Creator position at UNFOLD, as I believe my digital content experience aligns well with this role, which emphasizes quick-thinking and adaptability. Engaging with trending content is not just work; it's a passion, a daily adventure.

From my current role at Vibrant Media, I captured original video content for social platforms, finding ways to make ideas resonate. I've seen firsthand how the right meme or timely post can create buzz and connect with audiences, fueling engagement and bringing brand voices to life—every click counts.

During my tenure at NextGen Creatives, tracking platform trends was part of my routine. I learned that trends evolve swiftly, much like the moods of an audience. Each post was a test; it required quick adaptation and an authentic voice, which is where my strengths lie.

Balancing creativity with strategy has always intrigued me. Long nights spent brainstorming new ideas yielded surprising outcomes. Often, I scribbled notes in the hope that one would spark inspiration, which transformed into successful social campaigns that surprised even myself.

I genuinely appreciate humor and culture's intertwined role in today's narrative landscape. This understanding guides my content creation, ensuring what I produce resonates deeply with viewers, pulling them into a shared moment, whether seen on TikTok or Instagram.

Warm regards,

*Pooja Huff*

**Pooja Huff**