

Kirtana Barati Nantha Kumaran

London • kirtana1115@gmail.com • [Linkedin](#) •  Canva

UGC creator and Brand Partnerships professional with 4+ years of commercial experience working with global consumer brands, marketing teams and high-growth technology companies. Since 2024, I've partnered with beauty and lifestyle brands to create high-performing short-form content across TikTok and Instagram, taking campaigns from creative ideation through filming, editing and delivery. Passionate about social-first storytelling, creator trends and producing authentic performance content that captures attention and drives engagement.

Skills

UGC Content Creation • TikTok • Instagram Reels • Meta Ads Creative • Performance Marketing • Creative Ideation • Creative Strategy • Short-form Video • Script Writing • Storytelling • On-Camera Presentation • Video Editing • CapCut • Content Planning • Paid Social • Creator Marketing • Trend Analysis • Brand Partnerships • Community Engagement • Salesforce • Canva • Notion

Google Certificate 2026: Fundamentals of Digital Marketing

TOOLS

CapCut • Canva • TikTok • Instagram • Meta Business Suite • Google Workspace • Notion

PROFESSIONAL EXPERIENCE

Content Creation Highlights

- Partnered with global beauty and skincare brands across paid and organic campaigns.
- Experienced creating TikTok-first and Instagram-first UGC.
- Comfortable filming, presenting and editing independently.
- Strong understanding of hooks, retention, storytelling, pacing and CTAs.
- Confident in adapting content to current trends while maintaining brand authenticity.
- Experienced collaborating with brands, agencies and marketing teams.

Content Creator| Brand Partnerships & UGC

Freelance

July 2024-Present

- Produce short-form video content for TikTok and Instagram for global beauty and skincare brands including **L'Oréal, CeraVe, Good Molecules, Simple Skincare, Rimmel London and e.l.f. Cosmetics.**
- Develop concepts that align with campaign briefs while adapting content to platform trends and audience behaviours.
- Film, edit and deliver engaging UGC using CapCut and native platform editing tools for both paid and organic campaigns.
- Create authentic, social-first content that balances storytelling with product education and brand messaging.

- Collaborate directly with marketing teams and agencies from briefing through delivery, ensuring content aligns with campaign objectives and deadlines.
- Produce multiple creative variations to support paid social testing and campaign optimisation.
- Monitor creator trends, emerging formats and high-performing hooks to continuously improve creative output.
- Manage multiple campaigns simultaneously while maintaining strong client relationships and repeat partnerships.

Client Manager

Sphere Digital (Retailtech and MarTech) | London
October 2023 – January 2026

- Partner with leading AI, SaaS, AdTech and MarTech businesses, building long-term commercial relationships with founders and marketing leaders.
- Develop a deep understanding of digital marketing, ecommerce and advertising technology ecosystems through close collaboration with brands and technology providers.
- Present market insights and strategic recommendations to senior stakeholders across the UK, Europe and North America.
- Manage multiple client projects within fast-paced, high-growth environments

Client Manager

Levin @ Storm5 (RetailTech and Ecommerce) | London
September 2021 – July 2023

- Built and managed partnerships across RetailTech, Ecommerce, AdTech and MarTech organisations.
- Worked closely with RetailTech, Ecommerce, AdTech and MarTech businesses, building relationships with companies including **Vinted, C&A, Uniqlo, Koddi, Jivox and Symphony Retail**.
- Managed commercial partnerships from discovery through negotiation and delivery.
- Created thought leadership content and supported social selling initiatives to strengthen client engagement and brand visibility.
- Built expertise across ecommerce, consumer behaviour and digital marketing trends through partnerships with technology vendors and consumer brands

EDUCATION

BSc Accounting and Finance (Hons) 2:1 | Henley Business School, Reading, UK

Foundation in Mathematics, Economics and Business | University of Reading

Languages & Hobbies

Hobbies: Dance, Music, Reading, Pickleball, Trekking, Foodie.

Languages: English (fluent) | Malay (fluent) | Tamil (Fluent) | Hindi (Conversational)

