

Deena Ahmad

Social Content Creator | Video Editor | Digital Storyteller
@Dear.Deena | [TikTok](#) · [YouTube](#) · [Instagram](#)

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📍 Mississauga, ON

Summary

Creative, self-starting content creator with 5+ years of experience producing high-performing short-form videos across TikTok, YouTube, and Instagram. Known for lo-fi, aesthetic-rich, and trend-conscious storytelling that resonates with Gen Z audiences. Skilled in scripting, editing, and community engagement, with a track record of working directly with niche brands to create engaging content.

Skills

- TikTok-native content creation
- Mobile-first video editing (CapCut, VN, InShot)
- On-camera performance & voiceovers
- Trend research & meme fluency
- Short-form storytelling & hook writing
- Sponsored content integration
- Comment reply strategy & engagement
- Meta Business Manager / TikTok Business Suite
- Aesthetic design for thumbnails & overlays
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Education

Honours Bachelor of Arts
University of Toronto
CCIT

📅 September 2014 - November 2018

Diploma
Sheridan College
Digital Communications

📅 September 2015 - November 2018

CONTENT CREATION EXPERIENCE

Independent Digital Creator — @Dear.Deena
TikTok, Instagram, YouTube · 2020–Present

- Built a niche content brand from 0 to 36K+ followers on TikTok and 2.85K on YouTube
- Produced 1,000+ videos covering nostalgia, fandom, lifestyle, tech, and reviews
- Wrote, filmed, edited, and published short-form videos 2–4x daily, optimizing for platform trends
- Delivered sponsored content and collabs for brands such as:
Winx Club, Mewaii, Printify, Micotaku, GetAHug, Chongker
- Created trend-reactive and evergreen content that sustained long-term viewer interest
- Engaged community via stitched responses, voiceovers, comments, and series-based content

Brands I've collaborated with

