# Hinaz.g

@hinaz.g

## Family, Food & Lifestyle Creator



## 1.1M+ Combined Community Reach

www.hinazg.co.uk

# Brand Collaborations

Over the years, I've had the opportunity to collaborate with a wide range of brands across food, fashion, beauty, technology, and lifestyle — from one-off campaigns to repeat bookings and long-term collaborations, some spanning more than four years. From featuring products naturally in my recipes and daily routine to creating dedicated promotional content, I aim to produce work that feels genuine, relatable, and valuable to my audience.

## Featured Collaborations

**Taptap Send**
Served as brand ambassador for this international money-transfer app for over 4 years.

**SharkNinja — via Kyra Influencer Marketing**
Delivered a campaign for the Ninja CRISPi PRO 7-in-1 XL Glass Air Fryer, resulting in a second consecutive month's booking.

**INIU**
Multiple successful power bank campaigns, leading to further deals driving sales on Amazon.

**LAAM**
Ongoing collaboration with one of South Asia's major online fashion marketplaces.

## Additional Brand Collaborations

**Dr.Reju-All** — South Korean skincare brand, available at Boots UK.

**Temu** — Ongoing content creation showcasing products to my audience.

**Dola AI** — Featured within a daily-life routine segment.

**AIB Ltd (Indus Foods)** — Two-year collaboration via agency, featuring products naturally within recipes.

**Shiffonz** — South Asian clothing, collaborated through an agency.

**NAYA Self Care** — Promoted herbal tea products for this newly established brand.

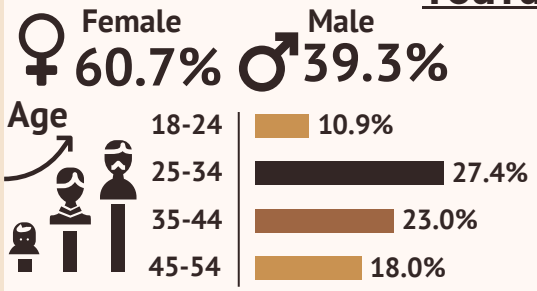
**Everblog** —AI-Fridge calendar featured through a natural, organic integration into a busy daily routine, arranged via an agent.

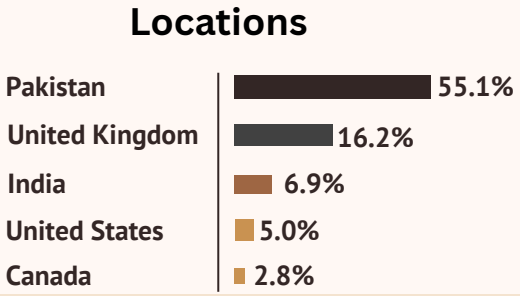
# Community

A loyal, engaged community across four major social platforms, with a predominantly female audience and strong reach across South Asian and UK communities.

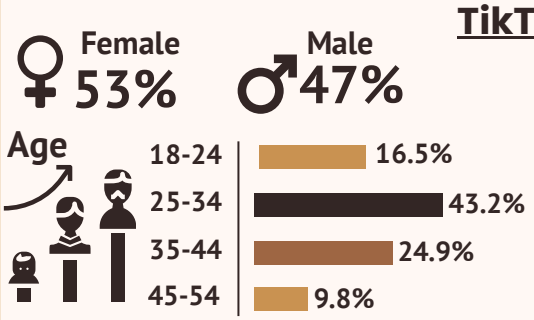
## Follower Demographics

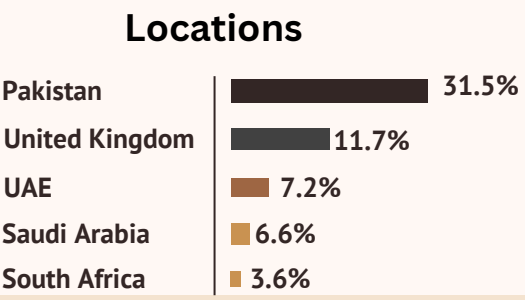
### YouTube 210K Subscribers



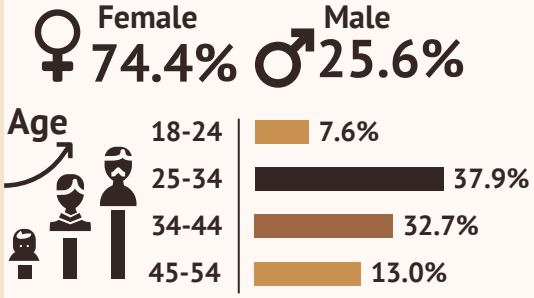



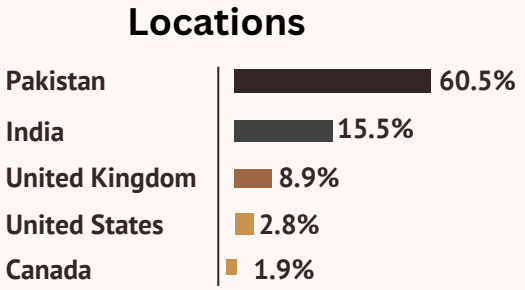

### TikTok 309K Followers



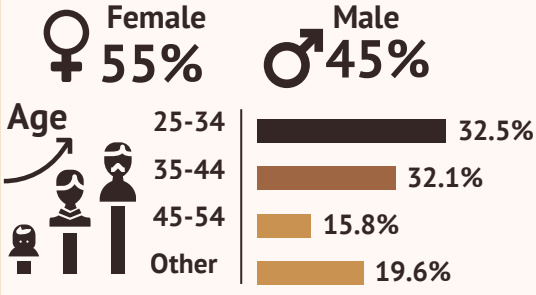



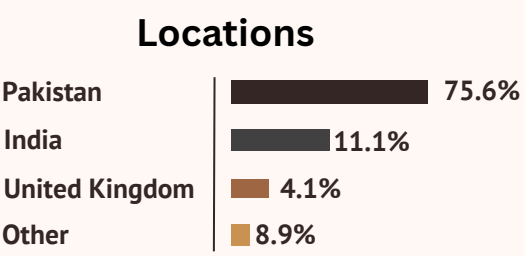

### Instagram 281K Followers




### Facebook 323K Followers




YouTube @hinaz.g **210K** Subscribers

Instagram @hinaz.g **281K** Followers

TikTok @hinaz.g **309K** Followers

Facebook@Hinaz.official7 **323K** Followers

# About Me

I'm Hina — a wife, mum of four, and content creator sharing everyday family life, cooking, and lifestyle content with a loyal community of over a million followers. I started my social media journey during the COVID-19 pandemic and the lockdowns.

Creating primarily in Urdu and Punjabi, with some English, I connect authentically with a family-focused, culturally engaged audience across Pakistan, the UK, India, and beyond. My content is warm, relatable, and family-friendly, built on the trust I've developed with my community over the years.

I've collaborated with clothing brands, Korean beauty and kitchenware brands, restaurants, and household names — including a four-year collaboration with a money-transfer app.

From cooking demonstrations to product features, I create content that feels natural, honest, and genuinely useful to the people who follow me.





***"...content that feels natural, honest, and genuinely useful."***

## Let's Work Together

I'm always open to genuine collaborations with brands I believe in.
Reach out directly — *no agency required.*

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