HENRI SOMADJAGBI

contact@somadmedia.cc · Raleigh, NC
Portfolio: hoo.be/henri
Founder, SomadMedia · Creator & Creative Director · Digital Filmmaker TikTok/IG @henrisomad · YouTube @RealBasedH

SUMMARY

Mass Communication student concentrating in Digital Filmmaking and founder of SomadMedia, a content management firm. Creator with 970K+ followers across TikTok, YouTube, Roblox, Snapchat and Instagram, 16.3M TikTok likes and videos reaching 6M views. Published journalist (WFAE 90.7, Charlotte Observer) and Google News Initiative certified. Seeking a digital media internship in a newsroom or brand team.

EDUCATION

North Carolina Central University, Durham, NC Expected May 2028
B.A. in Mass Communication, Concentration in Digital Filmmaking
Relevant coursework: Introduction to Mass Communication, Reporting & Writing for Mass Media, Introduction to Screenwriting

Queens University of Charlotte, Charlotte, NC 2021 – 2023
Multimedia and Storytelling coursework, Psychology minor · Division I Men's Rugby (Royals)

EXPERIENCE

Founder, SomadMedia 2021 – Present
Content management firm (founded as Somad Productions)

- Connect creators and celebrities with businesses and institutions that need marketing, content, ads and communications; run client communication and payments.
- Produce reels, reel covers, flyers, signs and the C-NOTE newsletter for NCCU's College of Arts, Social Sciences and Humanities (CASH), including a get-out-the-vote campaign and Thanksgiving street-interview reels.
- Creative direction for NCCU's Men's Achievement Center and Sisters of the MAC; promo reels for Queens Men's Rugby (2022 national championship run) and Queens Black Student Union.

Content Creator, @henrisomad & RealBasedH 2019 – Present

- Grew to 970K+ followers, including 658K on TikTok, 102.9K on Roblox and 67K YouTube subscribers; top TikToks reached 6M, 4.2M and 4.2M views.
- Plan, film and edit short- and long-form video in Adobe Premiere Pro and CapCut; hosted and produced a YouTube interview with ProjectSupreme (4M-subscriber Roblox creator).
- Brand work with Youth To The People, BetterHelp, Crocs and meejee; meejee collab pictured and photo-credited in Forbes (2020).

Student Journalist, Queens University News Service 2021 – 2023

- Reported on Black mental health; bylines published by WFAE 90.7 (Charlotte's NPR station) and the Charlotte Observer (2022).

Creative Director & Social Media Manager, Amanda's Hair Braiding · Clayton, NC 2020 – Present

- Created and managed the salon's social media; relaunch TikToks reached 560K+ views in two months (top video 201.8K) and brought in a steady stream of new clients.
- Ran opening and closing, coordinated transportation for braiders and clients, and assisted with services.

Fulfillment Associate, Amazon · NC Summer 2020

- Picked, packed and processed orders in a high-volume warehouse to meet daily targets.

Floor Manager, Woodall's Fitness · Clayton, NC 2017 – 2018

- Planned and hosted children's events; oversaw the gym floor and member safety.

LEADERSHIP & COMMUNITY

- **Lead Organizer, Clayton Walk & Talk (2020):** led a march and rally against racial injustice that drew several hundred people; spoke alongside the mayor, police chief and a district court judge.
- **Community Manager:** Roblox roleplay communities Fight in a School, South Bronx and Catch a Fade 2; built m8 & Co. Discord (481 members, Level 3) and an earlier Discord of about 5,000 members.

CERTIFICATIONS & SKILLS

Google News Initiative Training Center Certification (2026): 9 courses, 100% on every quiz.
Tools & skills: Premiere Pro · CapCut · Canva · AI pre-production · Video production & directing · Content strategy · Social media & community management · Event hosting