



THE KELLEY DOLL

# Media Kit

Fashion Blogger

# About Me

My name is Maya Kelley and I'm a full time NYC based fashion and lifestyle blogger.

Originally from South Carolina, I bring a southern twist a to all of my outfits.

I love color and I'm dedicated to helping women navigate their twenties in style.







## WHAT MAKES THE KELLEY DOLL DIFFERENT?

I have a strong and unique connection with my followers because they see themselves in me. For so long, women who look like me rarely saw themselves represented in mainstream media.

Whether they're seeking out the best foundation for their dark skin or on the hunt for the best pair of jeans to fit their pear-shaped figure, my audience turns to me to help them make more informed purchasing decisions.



# 34%

AVERAGE REACH

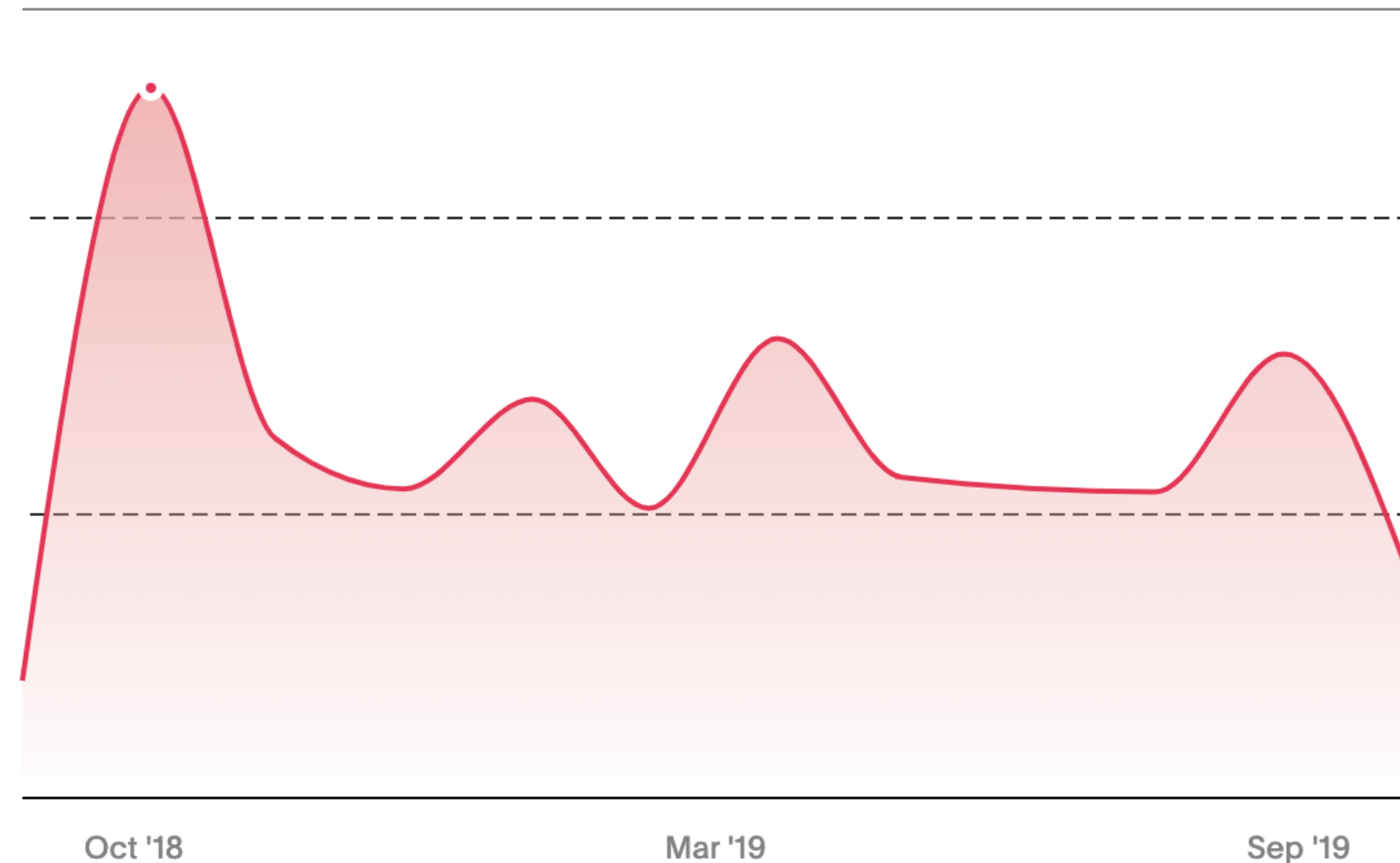
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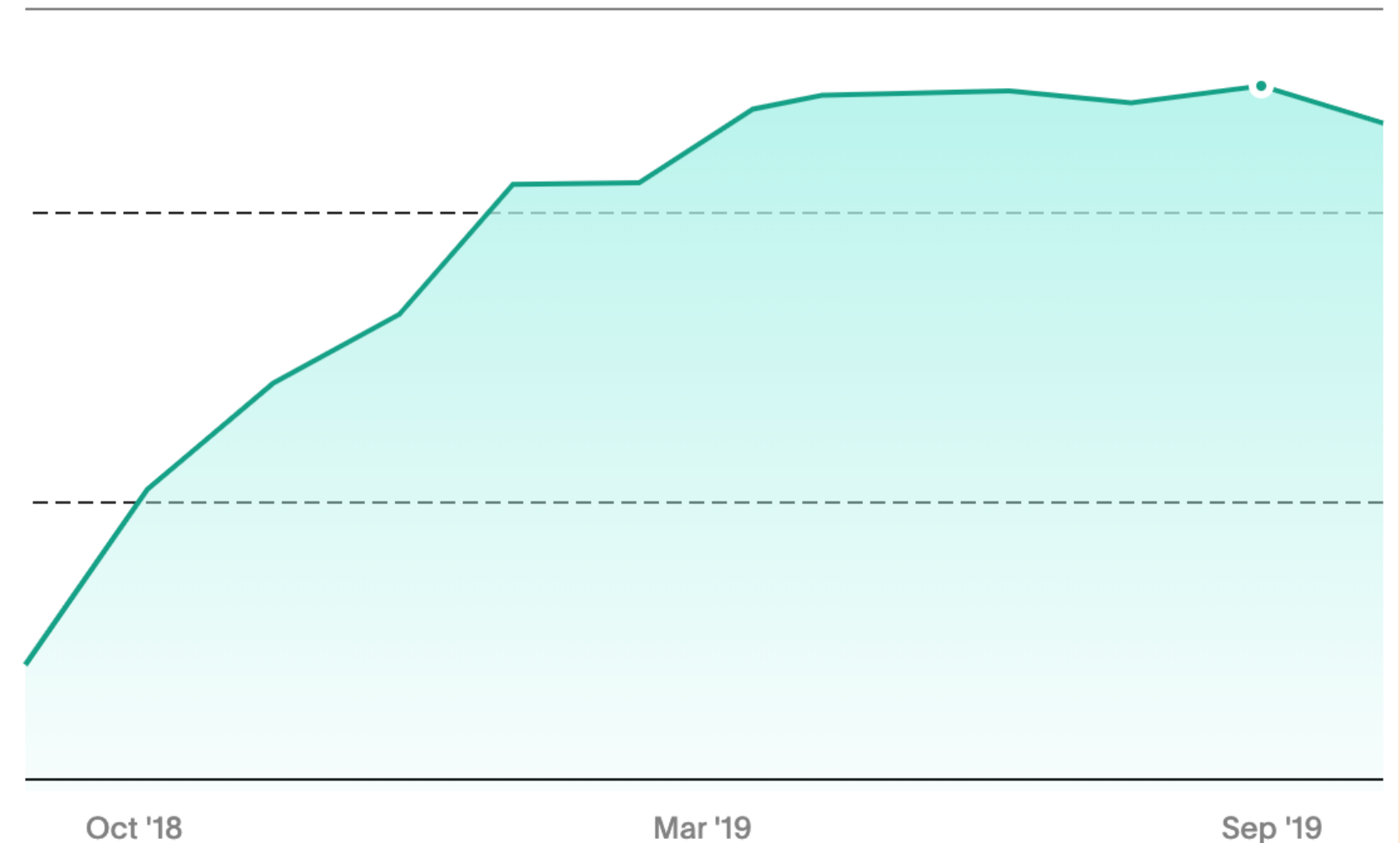
# 14.5k

FOLLOWERS

Engagement Rate

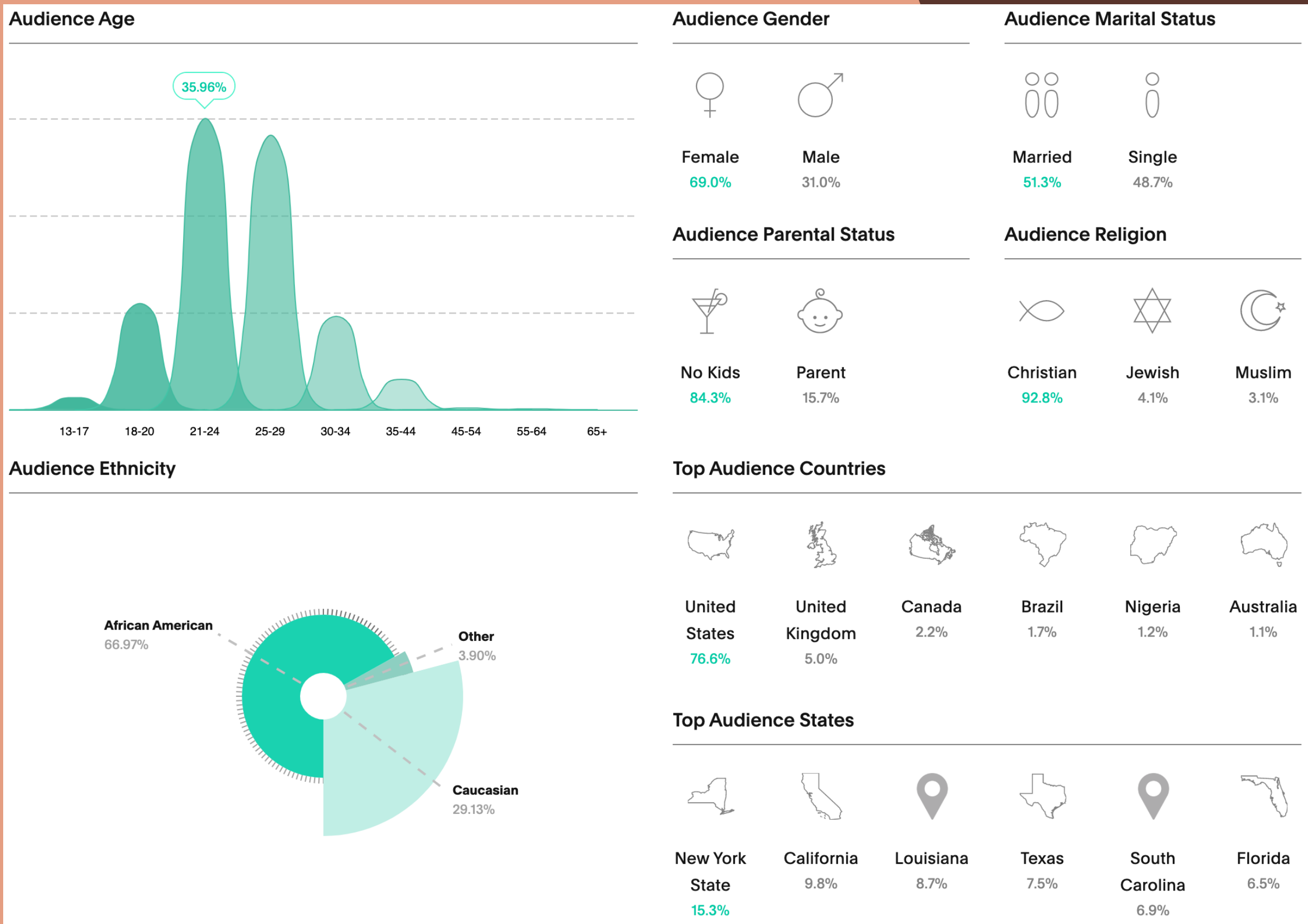


Follower Growth Rate





# Audience Demographics





Walmart  TJ·maxx®  ROTHY'S PRIMARK®

Marshalls®

# Brands I've Worked With



ON PAID PARTNERSHIPS

  
POSHMARK

MARK & GRAHAM

FOREVER 21®

*Lilly Pulitzer®*



# Press




SOCIAL MEDIA INFLUENCER		United States
Shamiyah “Maya” Kelley	26	Brooklyn



I grew up in a small town in South Carolina called Irmo. It was a suburb of Columbia. My mom works at the post office, and my dad was a stay-at-home dad and had little side businesses. It’s not like I was super poor—just everyone else was so much more wealthy. Sometimes my family didn’t have enough money for food. I’d go to school breakfast, and I’d go to school lunch, and then sometimes there wasn’t dinner. Sometimes my parents were doing really well, and it was great, and sometimes they weren’t.

I always knew that wasn’t going to be my life forever. I didn’t know what the means to the end was going to be, but I was like, no, I’m not gonna stay in South Carolina forever. I think the theme in my life is that if I want something, I have to go take it.

Both of my parents are from New York. My dad’s from Far Rockaway. Mom’s from Jamaica, Queens. They had me when my mom was still in high school, and my dad had just graduated high school. Usually we would go back to Queens, so I didn’t even really feel like I was in New York City. But there was one summer that I did come to New York when I was 15. I stayed with my



Instagram influencers are often white, and now the brands that pay them are getti...

Maya Kelley, an influencer who previously worked at a PR agency on influencer marketing, has also seen this. Kelley would help brands cast for influencer trips if they were launching a new product and wanted to get the word out, for example. She recalls a trip where a client mentioned they wanted diversity, and Kelley said she carefully selected a group of 20 influencers from different backgrounds who also met the client’s objectives. Kelley did not name the company because she signed a non-disclosure agreement.

She said the client ended up casting white men and women, with a “diversity pick” of an Asian woman. She doesn’t think this is all done consciously, she said.

“I think there’s a certain type of ‘model minority,’” she said. “Maybe the client wanted to check off a box. ... It’s not really true inclusion. It’s kind of [checking] off a box ... so there’s not pushback.”

Kelley said she does feel some brands are starting to make progress. For the moment, she said some of the hires feel “a little forced” in terms of how that particular influencer is featured or shown, or might have lighter skin or more racially ambiguous features.

### 15 Up & Coming Fashion Bloggers You Have to Follow on Instagram

The Rising Stars of the Fashion Blogging Community, Brought to You by Mashfeed User TheKelleyDoll




Photo by [Source for Shoes](#)

As Fall Fashion Week kicks off in NYC, all eyes in the fashion world will turn to the runways for a glimpse at the latest trends. Instead of highlighting #NYFW heavyweights like Hervé Léger & Lauren Conrad (yes – *that* Lauren Conrad), we thought we’d focus on a few members of the fashion blogging community that are well on their way to the big leagues.

This week, we’re featuring a collection of must-follow Up & Coming Fashion Bloggers on Instagram, curated by one of the most prolific Mashfeed users: **Maya, a.k.a. TheKelleyDolly**. A fashion blogger herself, Maya has curated quite the selection of fashion-inspired Mashfeed collections, and we encourage you to check them out [here](#). Whether you’re the next Anna Wintour or are trying to not wear sweatpants everyday, Maya’s “**Up & Coming Fashion Bloggers**” collection is perfect for celebrating New York Fashion Week. Being fashion conscious can be tough, but lucky for us, these rising stars of the fashion blogging community are here to help us out.





# Thank You!

PLEASE FEEL FREE TO REACH OUT

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