

M A L I K A D U D L E Y



Media Kit

2021-2022

BROADCAST VETERAN, KEYNOTE SPEAKER, INFLUENCER,
BLOGGER, PODCASTER, COMMUNICATION SCHOLAR, MOM

WWW.MALIKADUDLEY.COM
MALIKADUDLEYMEDIA@GMAIL.COM



Aloha friend!

I'M MALIKA DUDLEY

My journey started as an athlete (martial artist & surfer) and performer (singer), which somehow led to my first scholarship pageant - which I lost. Being the oldest of four children, it was my responsibility to pay my way through college, so I gave it another go and was lucky enough to capture the title of Miss Hawai'i 2005.

As the "Official Honorary Hostess of the State of Hawai'i" I traveled the world with Hawai'i's top musicians and performers. Thinking about singing in those sold out arenas gives me chicken skin (goose bumps) to this day! Doors to the media world were also opened. I hosted TV shows, traveled as a motivational speaker, and was hired as talent for video productions. It was just enough experience to get a taste for the industry that would blossom into my lifelong career.

Just prior to becoming Miss Hawai'i, I began my Masters degree studying the science of human communication. That degree was put on hold when I landed a job at KGMB9 news. Instead, I enrolled in a 3-year broadcast meteorology program. Soon after earning my certification I got married, became pregnant, moved home to the Big Island - and resigned from TV news. Trust me, I know. The irony wasn't lost on me either! As chance would have it, I received two Emmy nominations, and an Edward Murrow award just prior to leaving.

Side note: I did eventually go back and finish grad school - Class of 2021!! In fact, my podcast aimed at unlocking the mysteries of human communication, is my "thesis baby."



During my short break from the news industry, my husband had incredible foresight. He said, "social media is the way to keep your brand alive" - so, I dove in.

I love content creation, photography, videography, and telling stories. It was a natural fit. I began using social media as my daily journal, and soon local businesses were reaching out to partner with me.

Mahalo for being here! I look forward to hearing about your event or business venture. I'd love to hear your vision and brainstorm ways we can help to elevate the vibration. I'm so grateful you chose to reach out to explore the possibilities!

Welcome to my 'ohana!

THIS IS ME - MAYBE YOU CAN RELATE?

- ☑ I'm obsessed with personal development.
- ☑ I love anything active - bonus points if it's also outdoors! Hiking, surfing, karate, barre, snowboarding, beach clean ups, and walks in our neighborhood are some of my faves.
- ☑ Recovering perfectionist here! Let's give ourselves grace. We don't know what we don't know, until we know it!
- ☑ I'm a thrifter who appreciates anything that is reused, recycled, and eco-friendly. My kids have been groomed to be genuinely excited by second-hand gifts. "Ouuuu, it's from Goodwill!"
- ☑ We love supporting the Maui Food Bank. This year we helped to raise nearly 50k!
- ☑ In college, I would eat the football players under the table! I love food. These days, our family tries our best to eat locally-grown, organic, and fresh whenever possible.
- ☑ When a natural hazard or pandemic occurs, for child safety tips, or to learn CPR - people come to me. I take that responsibility seriously, and do whatever I can to be a trusted community resource.
- ☑ I hate cleaning, but I'm REALLY good at it. My Algerian mother taught me well.
- ☑ My wardrobe: yoga pants, bikini, and tita bun (mom bun).
- ☑ I'm not a morning person. But I want to be.
- ☑ The best parts of my day are moments with family. Dancing around the living room, playing games, making music, gardening, and just lounging around reading.
- ☑ I love organization and efficiency.
- ☑ I'm hopeful the research-based strategies shared on my podcast will help us to become better communicators. Hopefully it's a safe space for us to share our authentic stories and struggles, while also gaining access to the latest communication research.
- ☑ I LOVE to cook with my Algerian mother. Currently, we are documenting her recipes in a digital cookbook on YouTube.
- ☑ Sometimes, I hide from my children.
- ☑ I try my best to be authentic, raw, and vulnerable on social media. I think it's important to show the not so perfect side.
- ☑ We love to travel and believe it's the ultimate form of education. A way to appreciate other cultures and understand as humans that we are more alike, than we are different. As a triple citizen of the U.S., France, and Algeria, born & raised in Hawai'i, I'm grateful I was raised surrounded by so many different cultural perspectives.

@malikadudley is one of the best social media influencers we have on Maui, and in Hawai'i. Her authenticity, her dedication to community service, her talents and wisdom, her love for her family and friends, all these make her social media channels informative and inspiring.

Liza Pierce
A Maui Blog



Social Media

As a multi-passionate individual, my content is quite diverse, but my feed is always authentically ME. I'm honored to be a 2x MauiTime "Best of Maui - Instagram" winner, and consistently ranked #1 for digital engagement, out of 70 Hawai'i-based TV professionals (Source: Share Rocket).

To me, the most important aspects of social media are authenticity, vulnerability, kindness, and generosity. I strive to overdeliver for clients and enjoy supporting and connecting with local businesses, charities, and people.

I partner with brands that are an organic fit with my personal values and lifestyle, and I love brainstorming innovative ways to create new content.

I'm that girl who writes back to every DM, reads every comment, and genuinely enjoys connecting with my followers. I take pride in the way I show up for my online community, and in every piece of content that I put out into the world.



WHAT CAN YOU EXPECT?

Thoughtfully written copy, personalized content, professional video production and/or beautifully composed images, and genuine excitement from me when sharing how your product or service organically fits into my lifestyle.

**stats are accurate as of July 2021*



38.9k

Average posts per day: 1
Stories - average views: 2,000+
Reels - average accounts reached: 73k

Average monthly impressions: 1.2 million
Average monthly reach: 95k
Average monthly content interactions: 45k

Stories - peak views: 6,500
IG peak weekly impressions: 3.2 million
IG peak weekly reach: 160k



32.4k

Average posts/re-posts per day: 3-5

Average monthly reach: 214k
Average monthly post engagement: 40k
Peak monthly post engagement: 1.6 million



12.2k

Average tweets/re-tweets per day: 3-5
Average monthly tweet impressions: 250k
Peak monthly tweet impressions: 734k

"Foodland has been working with Malika on various campaigns since 2019 and we appreciate her amazing partnership. She is creative, knowledgeable and personable. She is also very responsive and delivers quality work in a timely manner. We absolutely enjoy working with Malika!"



Chaslee Ikawa
Sullivan Family Companies
Assistant Director Digital Marketing



PAST CLIENTS



HAWAI'I
PACIFIC
HEALTH



The Blog

Life's Swell is my lifestyle blog where nothing is off limits and we celebrate the things that indeed make life swell!

I started the blog in 2014 as a way to connect on a deeper level with my audience. Over the years, I've written about loss, birth, motherhood, child safety, beauty, fitness, travel, and so much more.

I'm excited to launch my new website, rebrand the blog, and continue growing our audience by providing exciting new content geared toward communication scholarship and improving our communication skills.

The Podcast

The urban dictionary defines "communiFication" as the beautification of communication or the ability to make communicating easier. Anecdotally, some have used this term to describe building community and the unification of community. Both definitions are in line with the mission of this podcast.

As a communication scholar, Emmy-nominated journalist, and Maui mom I've spent my whole life walking the line between formal education and trial & error - this podcast is that happy medium. It's a platform for communication researchers to share their latest findings and teach communication skills (consider it the Cliffs Notes version - deep, yet digestible). It's also a safe space for us to share, learn, and grow together.

This podcast is my "thesis baby" born from hours of meticulous research and testing. We are in the newborn phase and excited to take off running! Guests include: Jessica Gee of The Bucket List Family, beloved local comedian Pashyn Santos, award-winning musician Anuhea Jenkins, Lyssa Chapman, and a slew of renowned scholars and researchers.



1,919 followers
82% identify as female
45% are 35-44 years old



676 followers
61% identify as female
30% are 35-44 years old

More than 190 Five-star reviews!
MyRodecast "Highly Commended"
International Anthem Award - Bronze medal for Humanitarian Action

Launched at #13 in US "Social Sciences" Ranking in the US in "Science" category
Has ranked in 11 countries

Donate to a charity! Get an ad slot!
We book :15 or :30 pre-roll ads with a link in the show notes, and tagged on Instagram.
\$26,000 raised thus far!





Speaking

My love affair with public speaking started with the Dwight Takamine Leadership Program in the 6th grade where we learned how to facilitate meetings. Eventually, I grew into my role as a leader, teacher, and was brought back as a keynote speaker on numerous occasions. Since then, I've been asked to deliver the keynote address for conferences, celebrations, and virtual events.

Through the Miss Hawai'i program, I traveled the country inspiring school-aged children with my story, and this is also when I started to serve as Master of Ceremonies. I've hosted events in every county in Hawai'i, in front of thousands of attendees, and at world class venues such as the Maui Arts & Cultural Center and the Hawaii Convention Center. Among the hundreds of events that I've helped to guide are Shep Gordon's 25th Anniversary New Year's Eve Concert, Shane Victorino's Celebrity Dinner and his Mahalo Maui Reggae Concert, the Miss Hawaii Pageant, the ACE Shootout with Steve Young on the Golf Channel, and the Hawai'i Food & Wine Festival.

"Malika has a rare ability to personalize her speaking in such a way that every audience member feels like she is speaking directly into their souls. She is articulate, she is real, and she communicates with such authenticity and vulnerability that her stories make the listener feel like, 'if she can do it, so can I.' She takes you on a rollercoaster, often experiencing her pain from her words, yet she has a mastery of ending every message with a genuine feeling of courage, optimism, and hope."



Corey Campbell
CEO, Akamai
Training & Consulting

Consulting

As a 15-year veteran of broadcasting and award-winning journalist I've learned a lot about the media industry. Over the years, things have shifted and changed with the addition of social media. I used to get funny looks in the newsroom when I talked about Facebook and Instagram, but when we started Hawaii News Now's Facebook page, the head of marketing came to me asking for help sending fans their way (they now have more than 1 million followers).

I have served as a social media consultant for the Maui Food Bank, and large media companies in Hawai'i including Pacific Media Group and KITV4 Island News. I enjoy leading workshops on the topic and teaching others the skills they need to succeed.

Additionally, people constantly ask me how to get on the news, how to present themselves, how to prepare for a media interview, how the equipment works, how to develop their story, etc... I can help you with that - because it's my job! I have insider knowledge that I'm happy to share.

I hopped on a media consultation call with Malika and was instantly blown away by her wealth of knowledge and professionalism. With years of in-depth media experience, she was able to listen to my needs and immediately guide me through simple and approachable steps that helped me confidently take action and achieve my goal.



Kimi Werner
@kimi_swimmy
National Spearfishing
Champion, Artist, Influencer

WHAT CAN YOU EXPECT?

- ✓ *Flexible & easy to work with*
- ✓ *I aim to exceed expectations*
- ✓ *Add on: Singing or Performance*
- ✓ *Well-prepared*
- ✓ *Tailored intro or keynote address*
- ✓ *Script-writing (if needed)*
- ✓ *On time & reliable*
- ✓ *High energy + spontaneous*
- ✓ *I genuinely care about you!*

Price List

INSTAGRAM

Longer campaigns and ambassadorships available upon request

Series of 3 IG stories	\$100
IG LIVE interview by Malika + IGTV post	\$250
IG takeover (min 2 photos + stories)	\$250/day
Dedicated IG post - edited reel	\$250
Dedicated IG post - photo	\$300
Dedicated IG post - giveaway	\$325
Dedicated IG post - edited video	\$350
Product exchange for unboxing IG story	Inquire
Bundle discounts available	Inquire

FACEBOOK, PINTEREST, YOUTUBE

Available upon request

BLOG + WEBSITE

Blog post mention + IG story	\$100
Blog post article (300+ words) + IG story	\$250

ONE-ON-ONE CONSULTING

Custom packages, in-person sessions, and group media trainings available upon request

1-hour Social Media Online Consultation	\$150
1-hour Media Coaching Online Consultation	\$150
1-hour Pageant Online Consultation	\$100

SPEAKING ENGAGEMENTS

Ask about my non-profit rates

Master of Ceremonies	\$500
Tailored Keynote Address	\$2,500 + travel

"Thank you for being a part of our 40th anniversary celebration. Your grace and poise was the perfect addition as you guided our guests through the evening. We felt extremely lucky to have had you as our emcee."



Jackie Reed
CEO, TS Restaurants



RECENT PARTNERSHIPS



OTHER SERVICES

- On-camera talent
- Writer
- Producer
- Spokesperson
- Voiceover
- Affiliate Marketing Partner

All inquiries subject to approval and may be declined if it is not the right fit.

"Within the news industry, Malika has always been a trusted and credible source of critical information. Outside the TV studio her light shined even brighter. I've watched Malika connect with people at countless public events and have been impressed by her energy and kindness. She has a talent for making strangers feel like friends. What's truly special is that it's not an act. It's genuine. Malika is full of aloha. She's inspired so many of us and I can't wait to see what she does next."



Keahi Tucker
Evening News Anchor
Hawaii News Now

How To Book

LET'S CONNECT!

All requests should be submitted via malikadudley.com and will be considered on a first come, first served basis. Simply visit my contact page, and fill out the required information. Can't wait to hear from you!

Please allow 5-7 business days for a reply.

hello@malikadudley.com
www.malikadudley.com

AS SEEN ON:

