

Beauty, Fashion, Travel & Lifestyle -----



Introducing.....

LeAnn
- Knowlden

Get to Know

LeAnn



Hi! I'm LeAnn, and I am a Liberian influencer with a focus on beauty, fashion, travel, and lifestyle. I am driven by a desire to share my experiences and insights with others, and to inspire people to embrace their individuality and live their best lives. As a beauty enthusiast, I enjoy experimenting with new makeup looks and skincare routines, and sharing my tips and tricks with my followers. In the world of fashion, I believe in expressing your unique style and personality no matter what size you are, and love creating outfits that are both fashionable and comfortable. As a travel lover, I am constantly seeking out new adventures and exploring new destinations, immersing myself in new cultures and experiences. Lastly, I am a firm believer in the power of self-care and maintaining a balanced, positive lifestyle, and strive to promote these values through my content. Join me on this journey as we explore the beauty, fashion, travel, and lifestyle of the African continent and beyond!

XoXo LeAnn



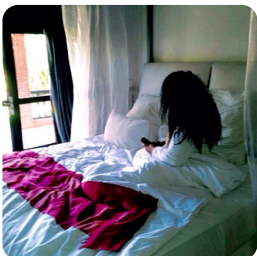


Let's work together!

Leann is a highly enthusiastic individual with a great passion for fashion, beauty, lifestyle, and travel. She takes pleasure in producing creative content and vlogging on YouTube. With an eye for detail and aesthetic, Leann captures captivating moments of her life and shares them on Instagram through engaging pictures and videos, offering her followers an immersive and inspiring glimpse into her experiences.

Brands i've worked with:

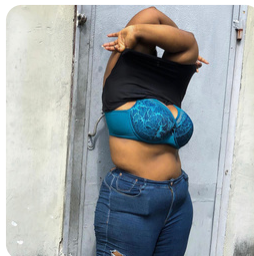
MACHEFERT GROUP



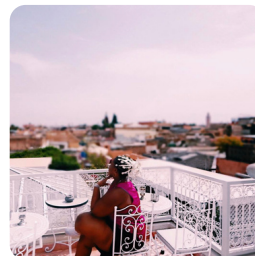
COZY EARTH



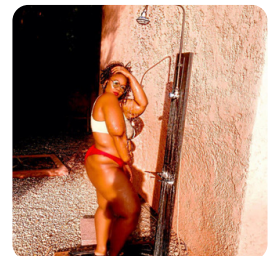
UNDERSTANCE



RIAD JOHARA



DARSABRA HOTEL



ANALYTICS & METRICS

32.9%

From US

130K

Reach

Instagram: 87, 029

Facebook Page: 22,668

YouTube: 3.12K

IG monthly Impressions 1.2M

Monthly Interactions: 43,945



32.9 % US

7.3 % Nigeria

3.8 % South
Africa



OKAHARI



MORGANNASALCHEMY



CXC LIQUOR

Services

PICTURE POST

Visual content is an essential element for engagement and brand awareness.

SPONSORED VIDEO POST

I will carefully balance your brand's objectives with my own authentic and creative vision and the expectations of my followers.

CONTENT CREATION

Creating unique, relevant, and valuable content for my audience, fun, easy to consume and share. Content that aligns with your brand's values and voice.

SPONSORED VIDEO ELEMENTS

Incorporating product placement, call-to-action, branded content, disclosure, and creative storytelling, I will create compelling sponsored videos that resonate with my audience and drive conversions for your brand.

UGC

User generated content (UGC) is an essential component of modern-day marketing strategies as it provides brands with authentic and relatable content that engages their audience.

WEBSITE PHOTOS, CREATIVE DIRECTION, WRITING & COPY, AD VIDEOS, LAUNCH VIDEO, EDITING, SOCIAL MEDIA IMAGES, SHORT FORM VIDE + MORE.....

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Sinkor, Monrovia, Liberia

Shein Case Study

clothes · fashion · plussize · summer · lifestyle

I set out to show Shein a brand i really wanted to work with that African consumers are being overlooked and they were missing out on a huge revenue stream. The plus size African consumer market is a vast and largely untapped market, with immense potential for growth. Recent research has shown that the African continent has the highest percentage of plus size adults globally, with an estimated 38% of adults falling into these categories. Furthermore, a survey by the African Women's Development Fund found that the vast majority of African women (between 50-70%) are plus size. This means that there is a huge market of plus size consumers in Africa who are underserved and in need of high-quality, fashionable clothing and products. By tapping into this market, brands have the opportunity to make a significant impact on the lives of African plus size consumers, while also unlocking a lucrative and potentially game-changing revenue stream. The brand loved my content, reposted me twice on their page. My post did so well, we got 2094 saves on instagram and sold out the playsuit!!

Overall reach

17,475

Total number of Likes

27,730

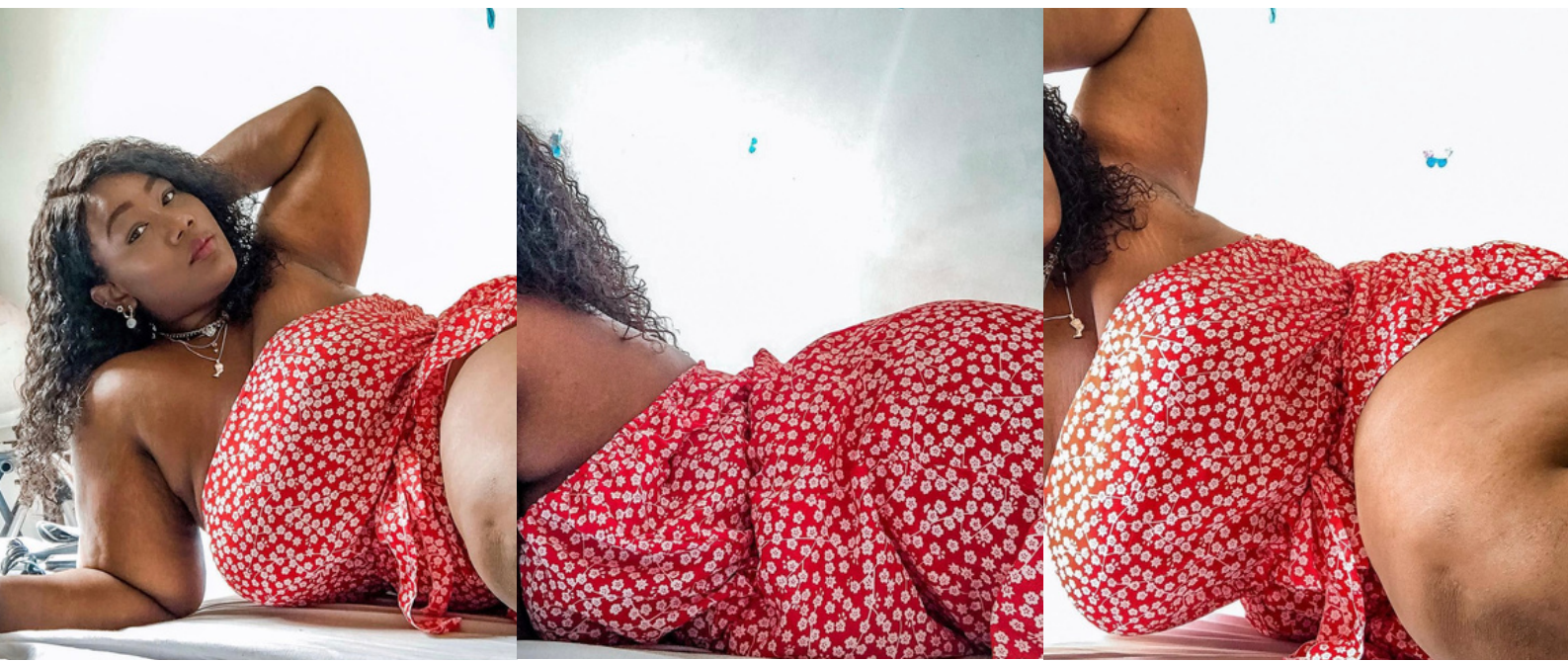
Total number of unique
accounts reached

33,557

Total number of
impressions and counting

20,283

Post interaction



RATE CARD

PACKAGE 1 \$1500

*1 feed post, 1 reel, 2 stories
Instagram only*



PACKAGE 2 \$4000

*2 feed post, 2 reel, 5 stories 1 guide
Instagram, Facebook and Tiktok*



PACKAGE 3 10,000

*2 feed post, 4 reel, 10 stories, 2 guides, 1
giveaway and 2 youtube videos
Instagram, Facebook, Youtube and
Tiktok.*



PACKAGE 4 TBD

*You can tailor make your own package
according to your needs. Price will be
discussed*