



CRAFTYGIRLLIFEHACKS

Craft & Upcycling Expert



@CRAFTYGIRLLIFEHACKS



About Me

Hi! I'm Penny from [Craftygirl.lifehacks](https://www.craftygirl.lifehacks.com) and I'm a New Zealand-based content producer and craft upcycling expert. I'm passionate about crafts, arts, sustainability and inspiring people to think about every day items in a whole new way.

My passion is inspiring people to use craft & creativity to breathe new life into unloved items. I'm an experienced presenter, workshop host and digital producer with over a decade of experience creating end to end video and editorial content for brands including [The Body Shop](#) as their Upcycling Expert, [Disney Uk](#), [Moonpig](#), London Craft Club, Craft Expert for [The Lifestyle Channel](#), [Cricut AUS/NZ](#), [Barkers of Geraldine](#) and [Tourism Thailand](#). I also regularly contribute videos, blogs, and live sessions for [Create & Craft TV UK](#).

I believe we can all create beautiful, practical pieces with a bit of know-how and imagination. Crafting allows us to re-ignite our creativity, engage with something tangible and transform every day items into something useful and beautiful.

I look forward to exploring how I can work with you to create engaging content! Visit me at [craftygirl.lifehacks.com](https://www.craftygirl.lifehacks.com) or email craftygirl.lifehacks@gmail.com.





Assets

VIDEO/REEL

16:9 & 1:1 or 4:5

1 - 4 minutes long

2 changes/amendments

Includes backgrounds, materials and supplied branding/logos

For use on Youtube, Instagram, Facebook, Tik Tok





Assets

EDITORIAL HOW-TO

Up to 10 step by step images

Photography of finished piece in situ

Editorial step by step instructions

For use on web, advertorial and social media



Here's what you'll need:

- Flower seeds (see cross-laminar, but choose a flower that appeals to you and your partner)
- Non-toxic or dry clay
- Good quality growing mix
- Plastic bubblewrap 4cm in diameter (to pop the bubble wrap)
- Baking paper
- Roller
- Small piece of cling film

First, lay down some bubble wrap. This will make sure the clay doesn't stick to whatever surface you're working on. Roll out your air-dry clay with a rolling pin so it's around 2mm thick. Don't worry if your clay isn't as evenly mixed as you'd like, it will still work perfectly. A good tip is to use a rolling pin that's covered in bubble wrap. Pop the seeds on either side of the clay under your rolling pin.

Let Love Grow
WITH SEED BOMB FAVOURS

The feelings of gratitude for your friends and family who have travelled from far and wide to be at your wedding might be hard to put into words, so a thoughtful and creative wedding favour is just the thing to show your appreciation, says Penny Newton from Crafty Girl Life Hacks.

Homemade rope Placemats

This super-easy spring update is a great way of using up old fabric and preventing it going to landfill!

1 If you have lots of fabric offcuts being thrown away, here's a simple solution that is useful, fun and economical! Upcycled rope placemats are easy to make, and a wonderfully textured craft that will see you doing your bit for the environment. You can use any old fabric to make ropes, but make an effort when it comes to the choice of fabric. You'll have some on hand for your evening dinner table or to give as a thoughtful and eco-friendly gift.

2 Take strips of fabric approximately 2cm wide and 1m long and cut them into 1/2" (1.25cm) strips. Lay them out on a flat surface and fold them in half lengthways. Lay them out on a flat surface and fold them in half lengthways. Lay them out on a flat surface and fold them in half lengthways.

3 To make the placemats, tightly coil the strips of fabric into a rope. To do this, hold one end of the strip in your hand and roll the other end around it. The rope will be about 1cm in diameter.

4 Once you have a rope, lay it out on a flat surface and fold it in half lengthways. Lay it out on a flat surface and fold it in half lengthways.

5 To make the placemats, tightly coil the strips of fabric into a rope. To do this, hold one end of the strip in your hand and roll the other end around it. The rope will be about 1cm in diameter.

Eco design

You can use so many materials to create rope - including natural plant fibres, plastic bags, paper, leather, or anything else that can be cut into strips.

PELOPE QUINN, DESIGNER

Helping HAND

These ropes are super easy to make, so they will be a great gift for anyone who is looking for a simple and eco-friendly gift.



Assets

INSTAGRAM/FACEBOOK STORY

Up to 10 step by step slides
Includes stills, video and gifs

INSTAGRAM/FACEBOOK LIVE or PREMIERE

30 minute live session with Penny for a craft along or how to
Can include prerecorded or live formats





My Audience, At A Glance



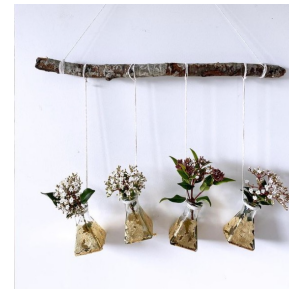
Followers: 1783
Age: 35 - 44
LOCATION: Christchurch, Auckland,
Sydney

Engagement: 4.3%*



Followers: 4191
Age: 25-34
LOCATION: Christchurch, London,
Sydney

Engagement: 6.7%*



*measured from posts from last 3 months



A Few Examples



HOW TO VIDEOS - TOURISM AUTHORITY OF THAILAND



UPCYCLING WITH BARKERS OF GERALDINE



INSTAGRAM STORIES



CRICUT AUSTRALIA + NZ

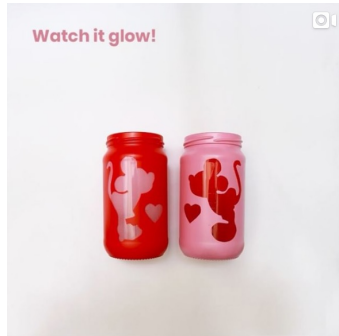
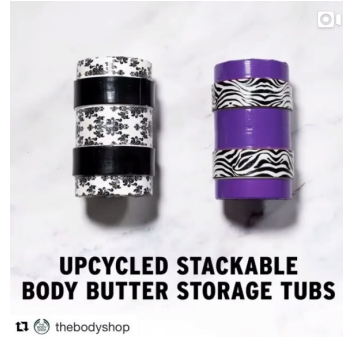


FACEBOOK & IG LIVES - CREATE & CRAFT TV, UK





A Few More Examples





Thank You! Let's Work Together



[Instagram.com/craftygirlifehacks](https://www.instagram.com/craftygirlifehacks)



[Facebook.com/craftygirlifehacks](https://www.facebook.com/craftygirlifehacks)



[Youtube.com/craftygirlifehacks](https://www.youtube.com/craftygirlifehacks)



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