

SERENA JAVENS

FASHION, HOME, LIFESTYLE CREATOR

ABOUT SERENAAJOYCE.COM

A fashion, home decor, and lifestyle blog based out of Reading, PA. This blog is a resource for trendy AND staple finds as well as inspiring the millennial women at a budget friendly cost.



ABOUT SERENA

Serena Javens is the creator and owner of the blog serenaajoyce.com. She loves exploring her creative side through content creation. She lives in her first home with her newlywed husband, has 2 precious fur babies, and absolutely enjoys traveling and adventure if she can. When she's not online, you can find her either shopping, watching a good netflix show, or organizing her personal spaces. .



12K+

VIEWERS/MONTH



17.9K

FOLLOWERS



675K

VIEWERS/MONTH



50.6K

FOLLOWERS



DEMOGRAPHICS

85%

FEMALE

53%

AGES 25-34

79%

US BASED

300,000+ weekly impressions

4.2% engagement rate

400-600 story views

All built organically



BRAND PARTNERSHIPS

VS PINK

NEUTROGENA

RAW SUGAR LIVING

DUNKIN

ZOLA

PLATO'S CLOSET

MODERN FERTILITY

SAM'S CLUB

BURLINGTON

RUGGABLE

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