

PENNIES *for a* FORTUNE

FARIHA NASIR

© @pennies_for_a_fortune



About Fariha

Fariha is the creative mind behind Pennies for a Fortune. What started off as a platform to document her home design progress, has since turned into a fast growing DIY + Interior Design blog with a highly engaged audience.

Fariha is also the owner of an Etsy shop where she sells her original acrylic and watercolor paintings.

Pennies for a Fortune has recently branched into an Interior Design Consulting business, providing full service design to residents in the Greater Houston Area, as well as e-design solutions to clients nation-wide.

The main driving thought behind Pennies for a Fortune is about making good design and real art accessible to all.



5486
followers

over 1m
impressions per week

~300
average post likes

over 20k
reach per week

4.8%
average post
engagement rate

40%
organic growth in six
week period (Aug - Oct)

Audience:

Top locations:
USA and Canada

 www.penniesforafortune.com
~800 unique monthly viewers
Top Countries: USA and Canada

97% female

 PFAFortune
26k monthly views
1900 followers

54% 25-34 years old

25% 35-44 years old

 @PFAfortune
244 followers

Brand Collaborations:

nectar 

JORD®



MILTON & KING

 beddy's¹²³
(bed-ease)

vellabox

 HomeAdvisor

chilewich

 ArtToFrames

Featured on:

 apartment
therapy

What to Expect:

Pennies for a Fortune produces 2-3 instagram posts per week and daily stories that encourage meaningful engagement. The content is inspiring DIY, home decor, and Lifestyle related.

What we can do for you:

- Sponsored posts
 - Product reviews
 - Budget friendly DIY projects
 - Interior styling
 - Content creation
 - Social media advertising
 - Giveaways
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PENNIES *for a* FORTUNE

Let's Work Together!

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