

stepfanie tyler // @stepfaniexx

www.stepfanietyler.com | las vegas, nevada | creative director



2019

media kit essentials

INSTA-STATS

25.1k

instagram followers

6.3%

engagement rate

ABOUT

Creative director, entrepreneur, CEO + founder of Blackfox Creative. SSU alum 2012 (Biology BS + Women's & Gender Studies BA).

Stephanie grew up in Bay Area, CA, but moved to Vegas to pursue her career in retail management and visual merchandising. After running the largest Abercrombie & Fitch on the West Coast, Stephanie decided retail was not for her and quickly changed paths to marketing.



In 2016, Stephanie started her own boutique marketing agency, based in Las Vegas, NV and Monterey, CA, and began managing social media accounts, as well as assisting brands with developing their digital voice and overall branding and presence.

Through Blackfox Creative, Stephanie has worked with brands such as: Sugar Factory, The Hudson LA, El Cortez Hotel & Casino, Rick Harrison's Rollin Smoke Barbecue, Salinas Valley Food & Wine Festival (2017- current) and many more!

**creative
&
artistic
direction**

**photography
&
content
creation**

**digital
branding
&
copywriting**

**graphic
design
&
web
development**

**social
media
management
&
growth**



blog: www.stepfanietyler.com



CONTENT

CATEGORIES:

lifestyle

travel + outdoors

fashion + vintage

SUB-CATEGORIES & POI:

health & wellness

confidence + body positivity

couples + relationships

pets (dogs & puppies)

INSTA-STATS

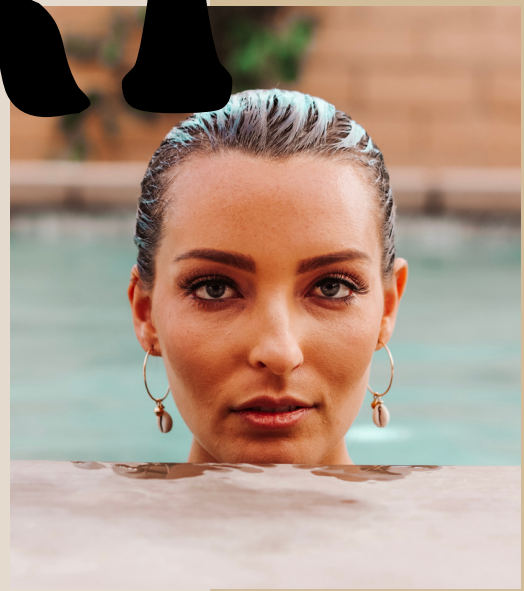
25.1k

instagram followers

1.1k

average likes

JEWELRY



featured: John Hardy + Sequin NYC

SWIM



featured: Carmen Marc Valvo by Beach2Ocean Swim

SHOES



featured: Blowfish Malibu + MADELINE Girl Shoes

FOOD + SNACKS





featured: Factor 75 + Odwalla + Hillshire Farms + Gourmet Nut

Fohr Co

verified demographics

Audience & Per Post Price






 Audience Reach
25,008 Total Followers

 Instagram
25,008 followers
\$500 - \$1,000 Fohr estimate 

 Instagram

@stepfaniexx

25,008 Followers









Value	Stat	30-Day +/-	30-Day %
25,008	Followers	+3,488	+16% 
35	Posts	-5	-13% 
1,168	Likes	-15,660	-93% 
104	Comments	-893	-90% 
6.3633%	Engagement % 	0.2018%	3% 

Gender

Female 50.3% 
Male 49.7% 



Age

17 and under 1.1% 
18 to 20 23.1% 
21 to 24 28.5% 
25 to 29 26.3% 
30 to 34 10.2% 
35 to 44 9.7% 
45 to 54 0.5% 
65 and over 0.5% 

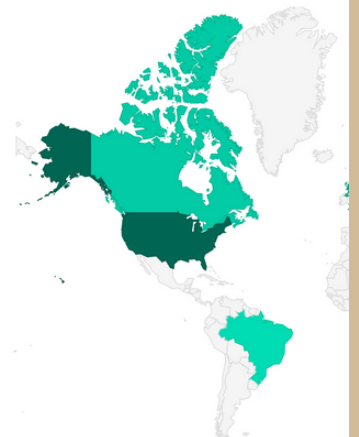


Location by World City — Top 5

Las Vegas	13.8%	
Los Angeles	6.5%	
Monterey, Ca	6.0%	
San Francisco	6.0%	
New York	5.1%	

Location by Country — Top 5

United States	81.7%	
Netherlands	2.3%	
United Kingdom	2.0%	
Canada	2.0%	
Brazil	2.0%	



past collaborations

BEACH H_2O CEAN



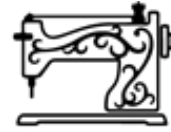
indy brand.

band of gypsies

odwalla



VERTELLIS



*Pharm
Organics*

GlassesUSATM
.com

SCOTCH & SODA
AMSTERDAM COUTURE



JOHN HARDY
EST BALI 1975



TIJN



Dove



RAW
SUGAR



Booking.com



MAPIFUL

Blowfish
MALIBU

eva.nyc

POWER UP 

hari mari

femfetti

TINA
JO

 MADELINE[®]

deejo

CONTACT

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