

SIMRANAHMED

Lifestyle | Fashion | Travel | Adventure

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GET TO KNOW ME:



Passionate and driven 23 year old with a great love for fashion, outfit styling, skin care, make up and fitness (nature is my gym!). The content I create on Instagram aims to motivate people, encourage body positivity, and overall, keep it humble and real. I am growing by the day and love sharing my passion for content creation with the IG community.

I enjoy sharing my love for brands and reviewing products/services while keeping it authentic and engaging. I embody feminist values proudly and want to support brands I work with in a manner that is ethical, sustainable and equitable!

17K+

IG FOLLOWERS

Data recorded since the beginning of my business account in 2019

Current week: Reach - 26,538, Impressions - 88,592

Profile visits: 3550, Engagement rate: 12%

AUDIENCE

77% Women, 23% Men

Countries from highest to lowest % - Canada,

India, United States, Phillipines, Brazil

Age range - 18-24 (42%), 25-34 (44%)



WHAT DO I BRING TO THE TABLE?

I moved across the world (from India to Canada) at the age of 19 to pursue my dreams boldly! This makes me able to communicate with different cultural groups with ease - I'm a people person!

I post outfit pictures on a daily basis, use a generous amount of skin care/make-up products and totally believe in self care. I keep my content engaging, positive and happy to motivate my audience.



UNIQUE SELLING POINTS

Being a cat momma, I often include my furry friend in posts/stories, especially if the brands are cruelty free! I have found that this often leads to high engagement (I mean, who doesn't like a cute kitten sniffing skin care products?!)

I'm a university student and a research assistant by profession so I research the brands I use thoroughly and am strongly against disseminating incorrect information - you can count on that!

SERVICES OFFERED

- Rates determined on a campaign by campaign basis
- Reviewing products/services with honesty & integrity
- Sharing sponsored posts, stories, IGTV
- Creating assets for brand's social channels
- Promoting products/services within online communities
- Brand ambassadorships
- Hosting giveaways

Note: Some examples of collaborative work have been pictured on the left

