



HOUSE ON WILSHIRE

DIY/HOME DECOR



ABOUT SHELI

Sheli is a Pittsburgh native with a love for all things DIY. She purchased her first flip/investment property at 18 years of age. Growing up with creative and handy parents, she has never been afraid of trying a new project and tries to convey that same "can do" attitude on to her followers. Her designs and projects captivate and inspire her audience to reach outside their comfort zone and uncover their inner designer.

12%

AVERAGE
ENGAGEMENT
PER POST

95%

WOMEN
FOLLOWERS

45%

BETWEEN THE
AGES OF 25-34

3.1K

INSTAGRAM
FOLLOWERS