

HerHelloWorld

Stem · Career · Advocacy



ABOUT HERHELLOWORLD

Hi, I'm Holly! I'm a software engineer who's written code used by millions of people. Originally from Seattle, I packed my bags to study my undergrad in the UK where my career in tech began!

I created HerHelloWorld in 2018 after finishing my degree to help other technologists find their home in the industry and career success. By sharing my journey, providing advice, and highlighting opportunities, I aim to help change people's lives and make the tech industry more diverse!

21.8K

IG FOLLOWERS

Followers gained since 2018 with 45.1% yearly growth. Similar accounts have 29.9% yearly growth.

4.09%

ENGAGEMENT RATE

Audience engagement with content through likes or commenting. Similar accounts have an ER of 1.15%.

87/100

AUDIENCE QUALITY

Computed based on engagement rate, follower metrics, and engagement authenticity taking similar accounts into consideration.

AUDIENCE

DEMOGRAPHICS

AGE	GENDER	COUNTRY	CITY
13-17 4%	Male 62%	USA 25%	London 7%
18-24 31%	Female 38%	UK 11%	New York 4%
25-34 52%		India 10%	Seattle 3%
35-44 11%			Los Angeles 2%
			San Francisco 2%

INTERESTS

Computers 90%
Science 90%
Education 72%
Marketing + Management 66%
Mobile Related 64%

PROMOTIONS

I love working with forward thinking brands who can bring real value to my audience - whether that be with cool tech and equipment, career opportunities, or something else!

My audience is passionate about tech and are keen to make their mark on the technology industry.

I have worked with several notable brands including Three UK for their 5G launch, Vinokilo for their brand relaunch, Logitech G, the Queen Elizabeth Prize for Engineering, Autonomous.ai, Sudio, and more.



QE PRIZE PROMO POST SHARING MY ENTRY TO THEIR COMPETITION

PROMOTION CASE STUDIES

Autonomous.ai | Home Office Equipment

1 Post + 2 Stories w/ Swipe Ups
Post

Reach: 10,600 | Comments: 55 |
Likes: 1362 | Saves: 77

Stories

Reach: 2,600* | Link Clicks: 40 |
Sticker Taps: 63

Impact

14 orders worth more than \$6000 in sales (tracked via discount code)

QE Prize For Engineering | 3D Prize Creation Competition

1 Post + 3 Stories w/ Swipe Ups
Post

Reach: 7,100 | Comments: 18 |
Likes: 633 | Saves: 40

Stories

Reach: 1,500* | Link Clicks: 27 |
Sticker Taps: 45

Logitech G | Gaming Equipment *3 Posts + 4 Stories w/ Swipe Ups* **Posts**

Reach: 28,659 | Comments: 97 |
Likes: 2,560 | Saves: 79

Stories

Reach: 1,800* | Link Clicks: 37 |
Sticker Taps: 78

*REACH FROM MULTIPLE STORIES USES THE AVERAGE FOR BETTER REPRESENTATION



PROMOTION RATES

1 STORY WITH SWIPE UP LINK	£50
1 POST	£150
1 POST + 2 STORIES WITH SWIPE UP LINKS	£175
EACH ADDITIONAL POST	£100
EACH ADDITIONAL STORY	£25