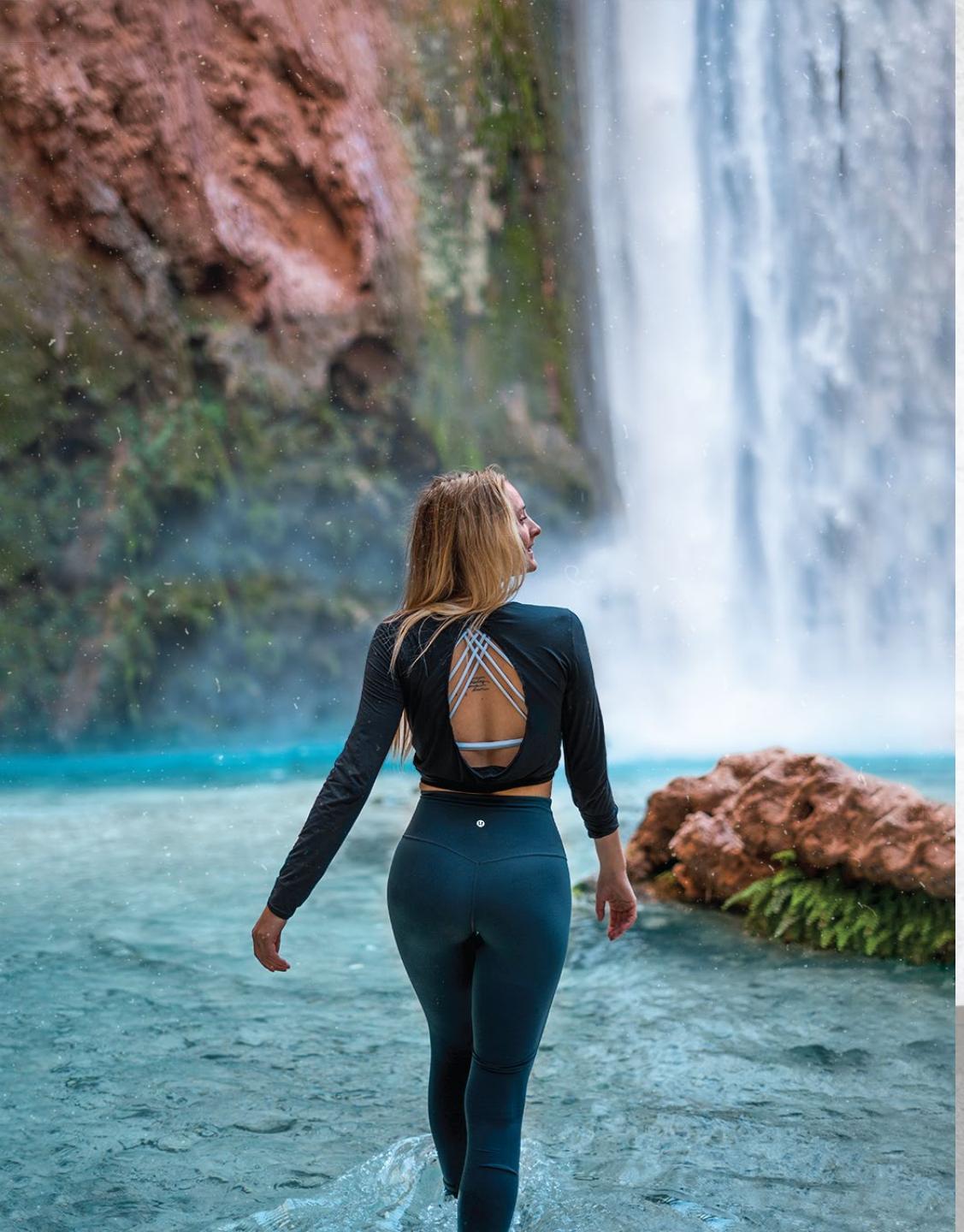


D E S I G N E R + C R E A T O R

KARLIE PLACE

W E L C O M E T O M Y W O R L D



ABOUT

Karlie is a talented creator based in Minneapolis, MN with a professional background in graphic design and photography. Working full time as an NFL Designer + Content Creator, she finds time to travel outside of her career. Karlie has built her social media platform by consistently creating totally unique and exciting work. Not only is her following interested in her trips abroad, but also as her life style as an influencer, health nut, and former All-American pole vaulter.



COLLABORATIONS

BootayBag

ZAFUL



STEVE
MADDEN

SALT

pixi[®]

BAR CLIF

VITAL PROTEINS[®]

BEE FREE
HONEY[®]

PeatOS



wishbone

X
VIAMAKER

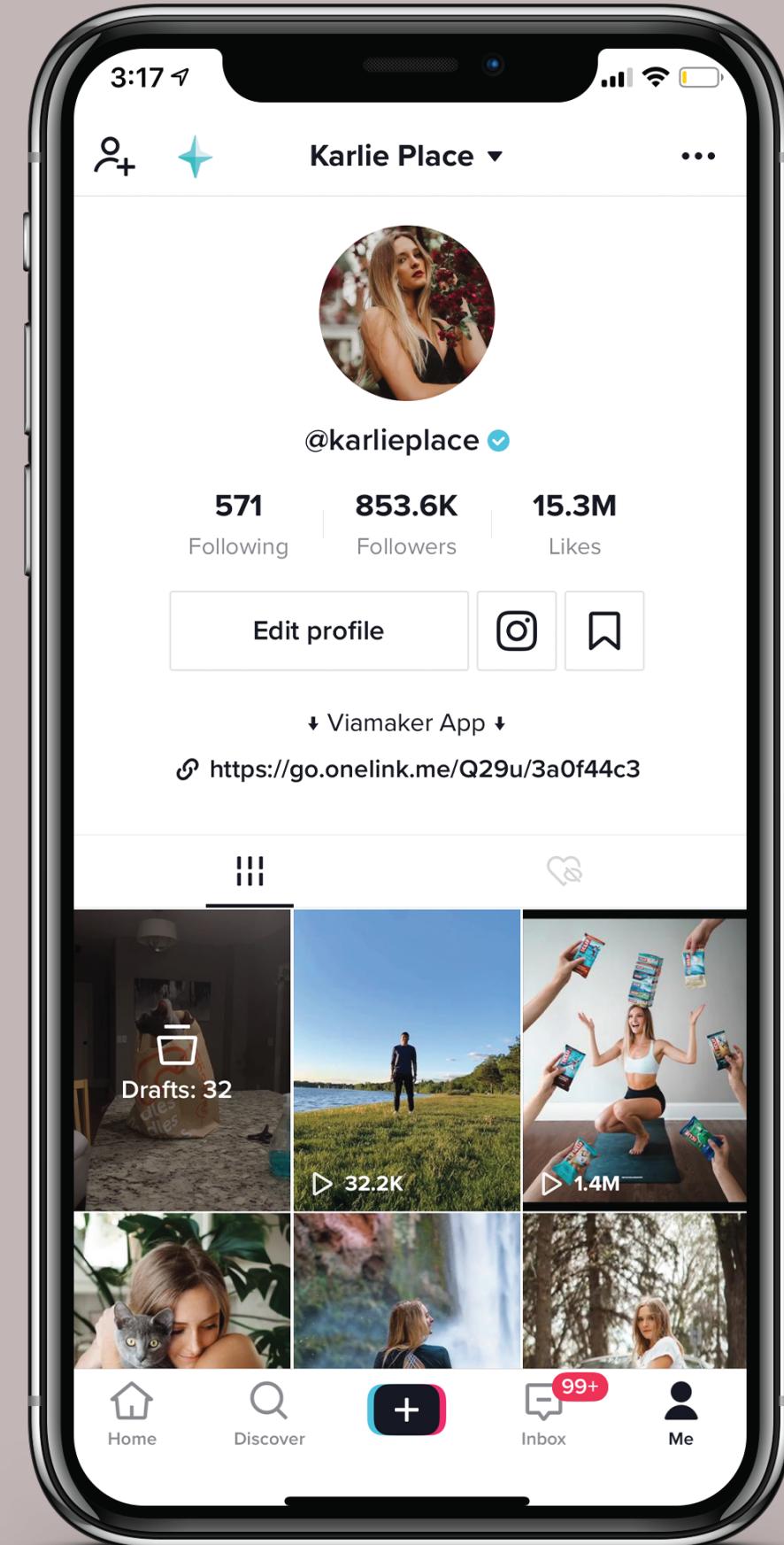
TWENTY ONE
PILOTS

FOR BLOGGERS
TWIN CITIES
COLLECTIVE
MINNESOTA
& CREATIVES

K
Y
O
G

Rollga

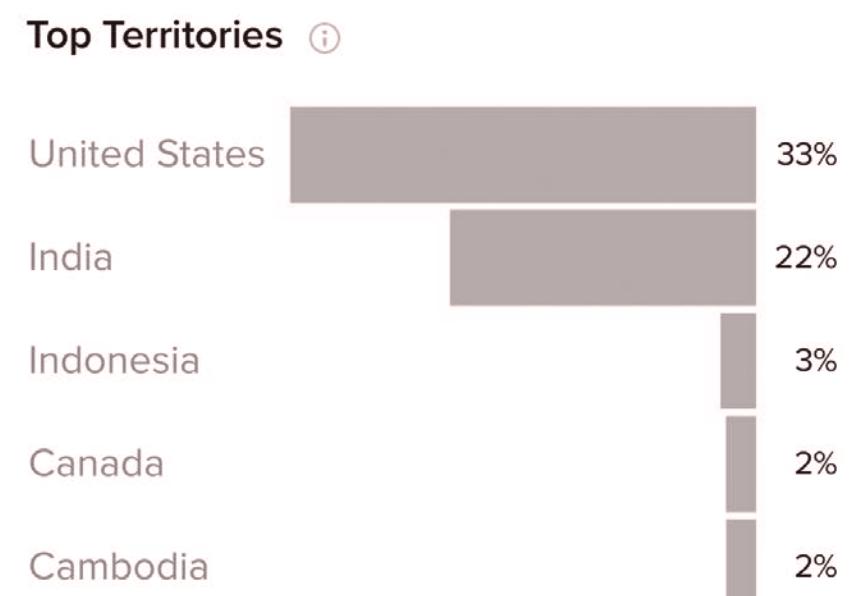
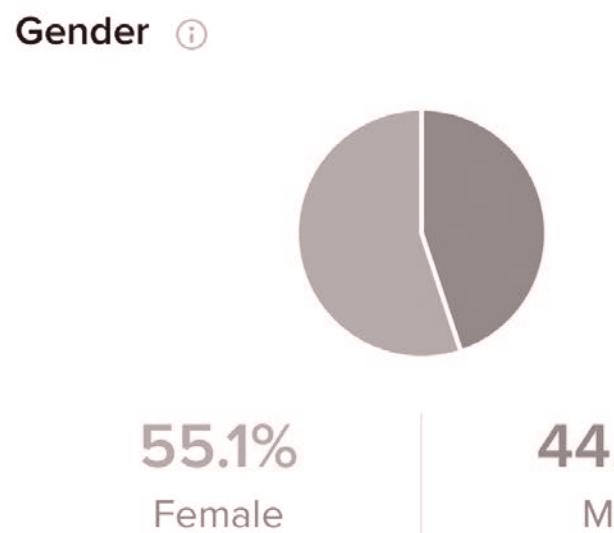
TIKTOK



SCREENSHOT JUNE 2020

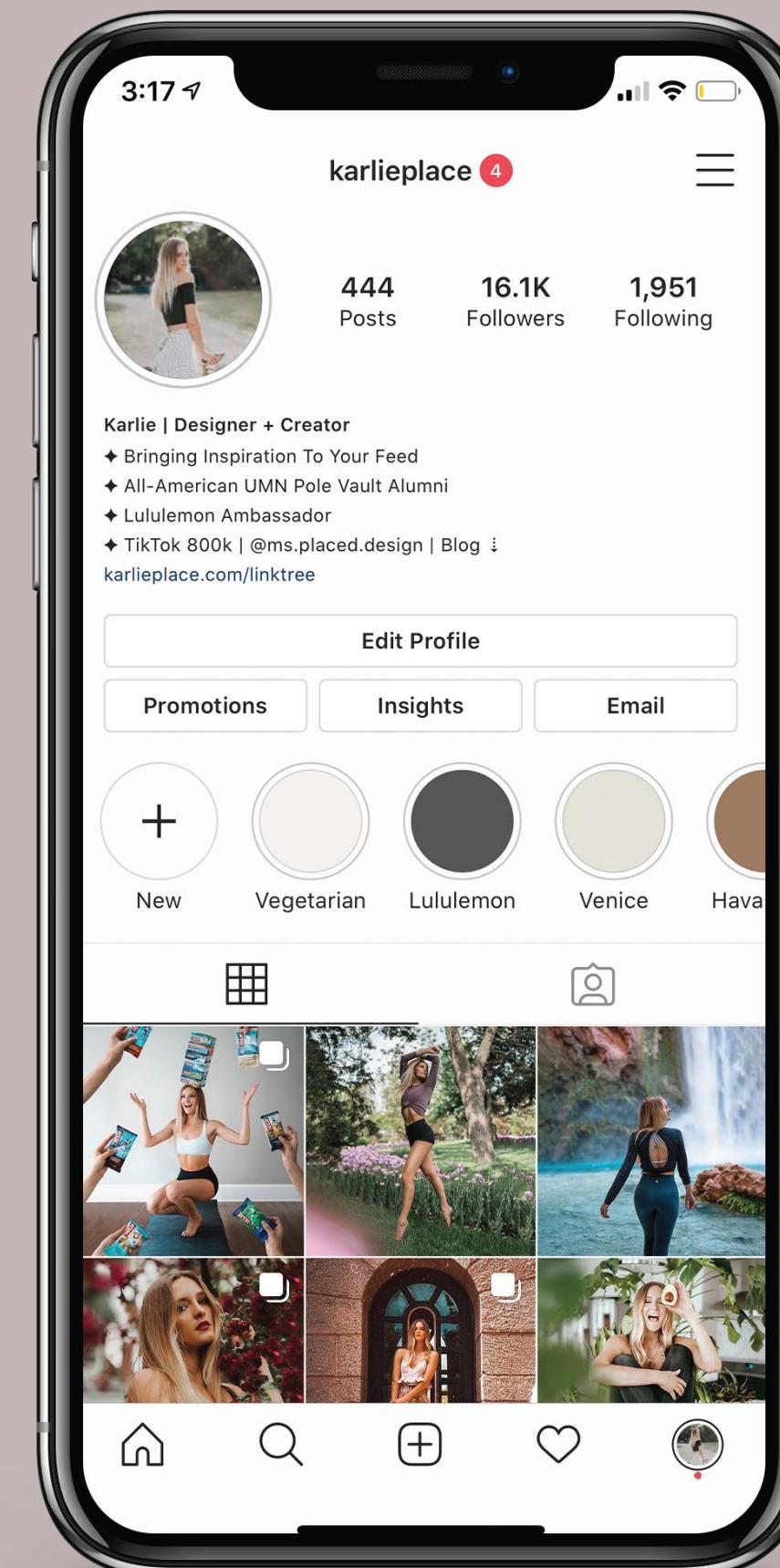
Karlie started TikTok in December 2018. She has become a "popular creator" and has countless videos over 1 million views, with her most popular sitting at 33 million. The content of those videos range from lifestyle to tutorials.

853,655
FOLLOWERS



SCREENSHOT JUNE 2020

INSTAGRAM

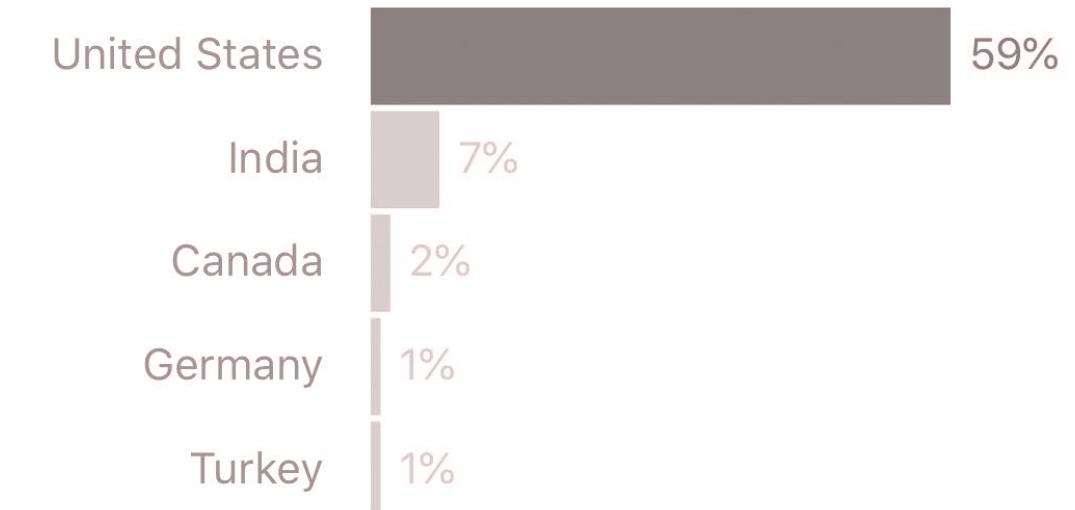


SCREENSHOT JUNE 2020

16,190

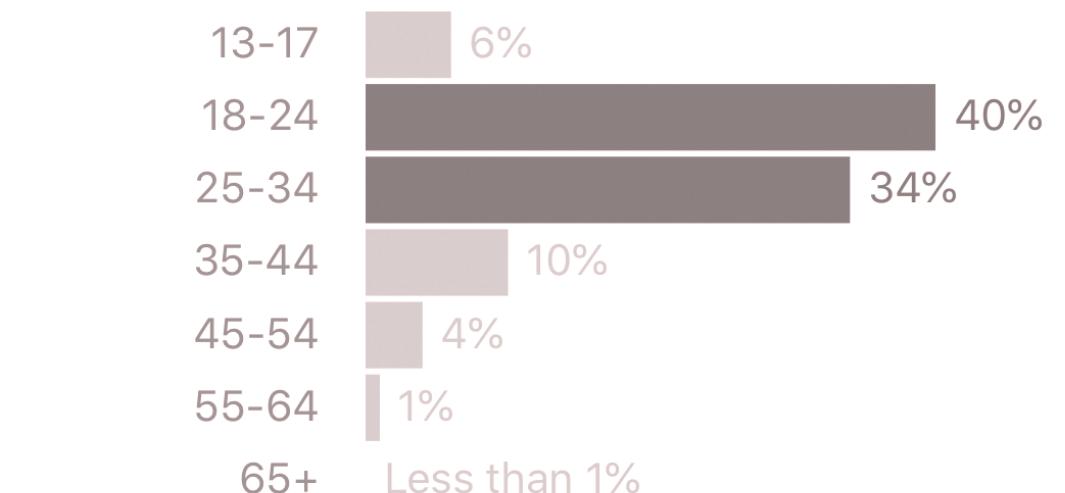
FOLLOWERS

Top Locations ⓘ



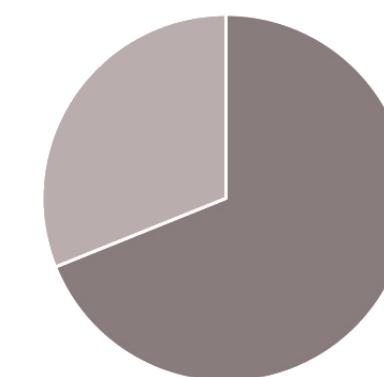
Cities Countries

Age Range ⓘ



All Men Women

Gender ⓘ



31%
Women
69%
Men

SCREENSHOT JUNE 2020

BLOG



SCREENSHOT JUNE 2020

—
These numbers are based on the past few months since karlieplace.com had a soft-launch in December 2019.

Karlieplace.com serves a handful of purposes including driving traffic to associate links, design portfolio, and sharing tutorials. All content is linked to pinterest which has been a huge director of traffic to the site.

Country Visits ?



Traffic Sources Visits



Traffic Overview



SCREENSHOT JUNE 2020

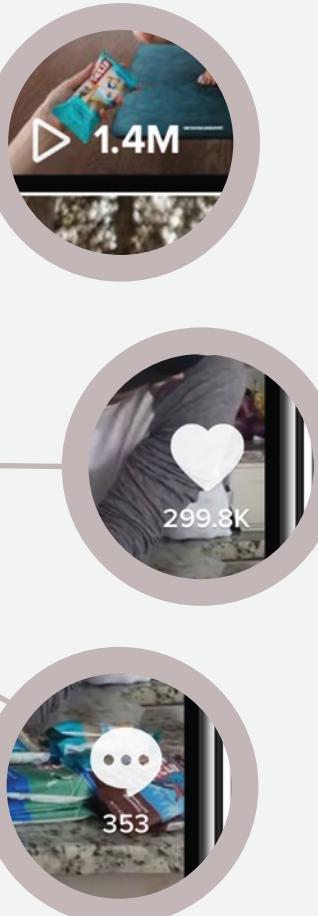
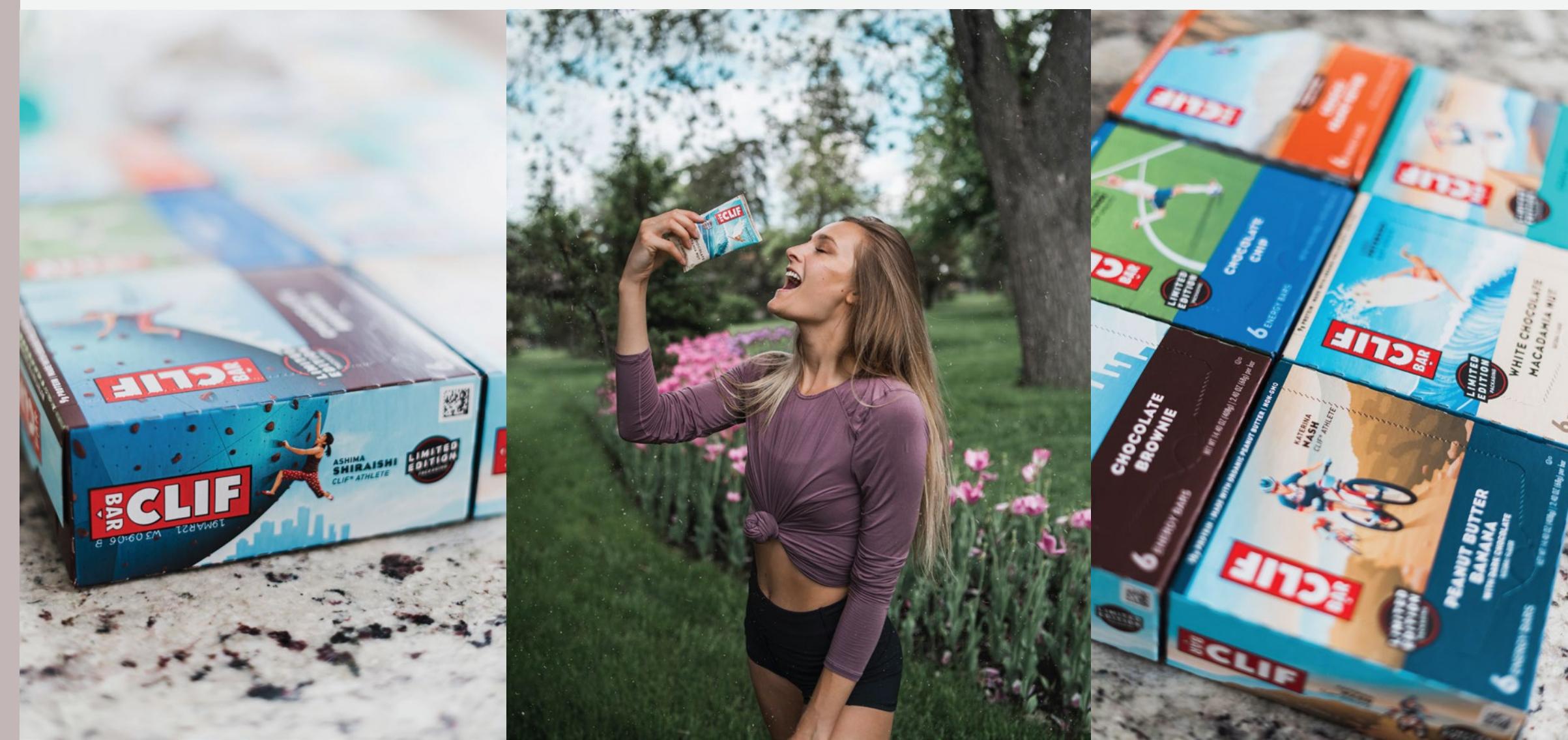


X KARLIE PLACE



Clif Bar launched a campaign to showcase their limited edition packaging featuring 6 female athletes instead of the usual rock climbers. The influencer marketing campaign required one Instagram feed post, and 4-8 IG story slides with a tracked, swipeable link.

Karlie conceptualized and executed two styled shoots for this campaign. The final images turned out great, generating **1,328 likes** and **41 comments** on the IG feed. During the creation of the content, Karlie shot behind the scenes footage and produced additional materials for this campaign at no extra cost. Karlie showcased this footage on TikTok and generated **1.4 Million views, 299.8K likes, and 353 comments**.





X KARLIE PLACE



Rollga is a foam-roller product that features a patented and unique shape. The brand reached out to Karlie to set up a simple free-trade collaboration. Karlie agreed to try out the product and post about it if she liked it. With her background as an All-American pole vaulter, Karlie truly saw the value in the Rollga Roller.

Karlie styled and shot the product in her home for an Instagram post that generated **787 likes**, and a reach of **8,027**. She also created a behind the scenes TikTok that generated **47.2K views**. Karlie also wrote a blog-review post for the product including shopable links and a personal testimony to how much she likes the product.

