

MEDIA

KIT

BY
LOVE REESIE



lovereesie.mgmt@gmail.com

HELLO, THERE.

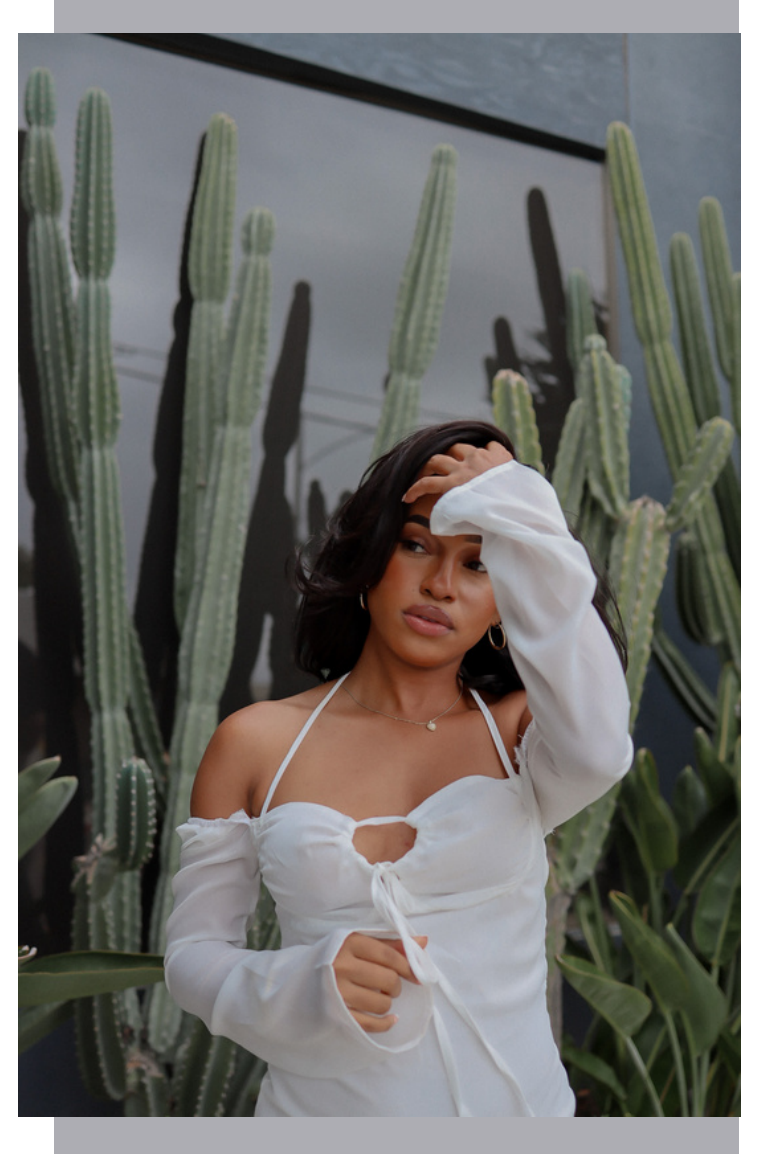
I'm Reesie, I'm a content creator, female, beauty enthusiasts, and seasoned traveler.

As a business owner myself, I know the importance of telling your brand's story, beautifully. My dream partnerships are those that exist long term.

Ones that go beyond the social media grid, and embed themselves into the lives of your ideal customer through beautifully crafted imagery and a story that's unique to your brand.

Which is exactly what you can expect to receive when we team up.

This guide was created to showcase everything you might need to know before we jump into a partnership. I can't wait to see if we're the perfect fit. Chat soon.



T H E W E B S I T E

the vibe

My brand is an online safe space for the modern luxury woman. For the one who needs a break at her job, and knows the importance of a meticulously planned skincare routine. For the one who's shattering glass ceilings at her office, and uses her free time to nurture her hobbies. She's the woman whose for women. The woman who knows the importance of finding joy in all aspects of life. And that sometimes the best things come from living by your own terms.

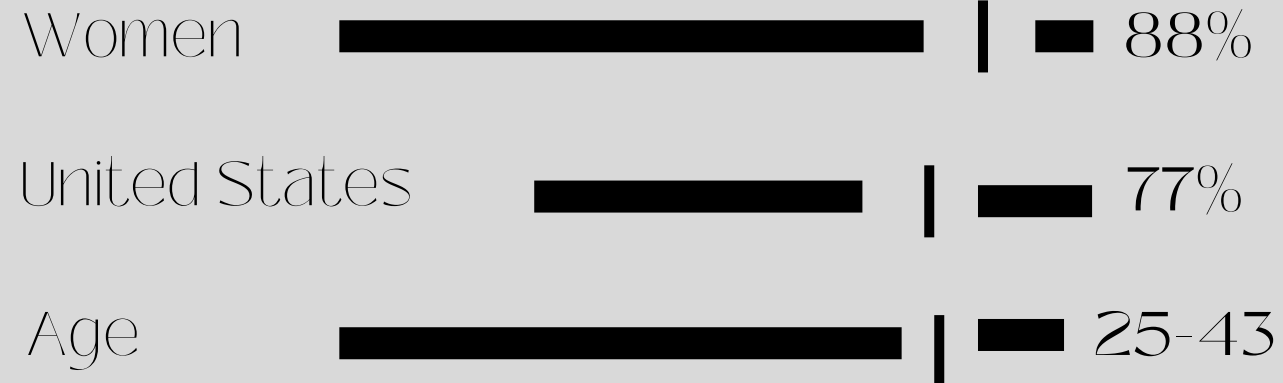
Growing up alongside the internet and social media age, I have found a love and passion for creating content through imagery and videos across all platforms. From the early days of MySpace, I loved being able to design and connect with people all over the world. My overall goal is to inspire women to get out of their comfort zone, experience variations of their everyday beauty habits and live the best possible versions of themselves.

the traffic

Majority of my audience comes from social media platforms by them clicking the link in my bio. This is a break down of my monthly visits from my website.

40,000	400,000	330,000	11,000
<i>Total Monthly Page Views</i>	<i>Total Unique Visitors Per Month</i>	<i>Total Social Media Traffic to Website</i>	<i>Total Purchase Sponsored Items</i>

the people



GET SOCIAL

Instagram

57,300 Follows | Impressions 3,000,000 +

Tik Tok

97,000 Follows | Impressions 2,000,000 +

Pinterest

25,000 Follows | Impressions 4,400,000 +

Youtube

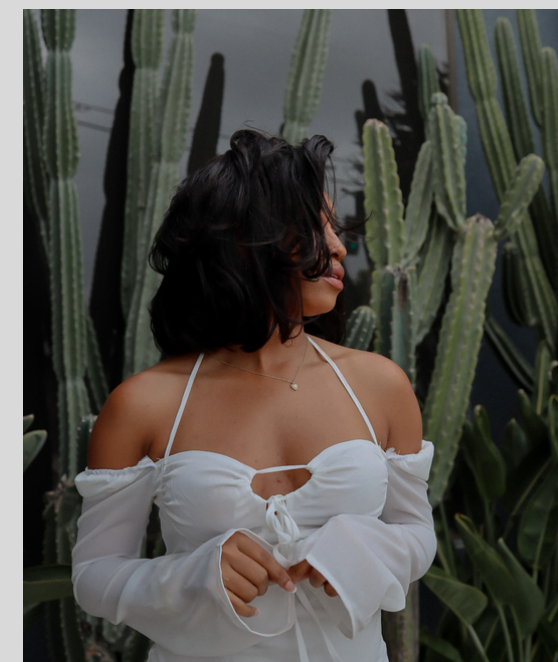
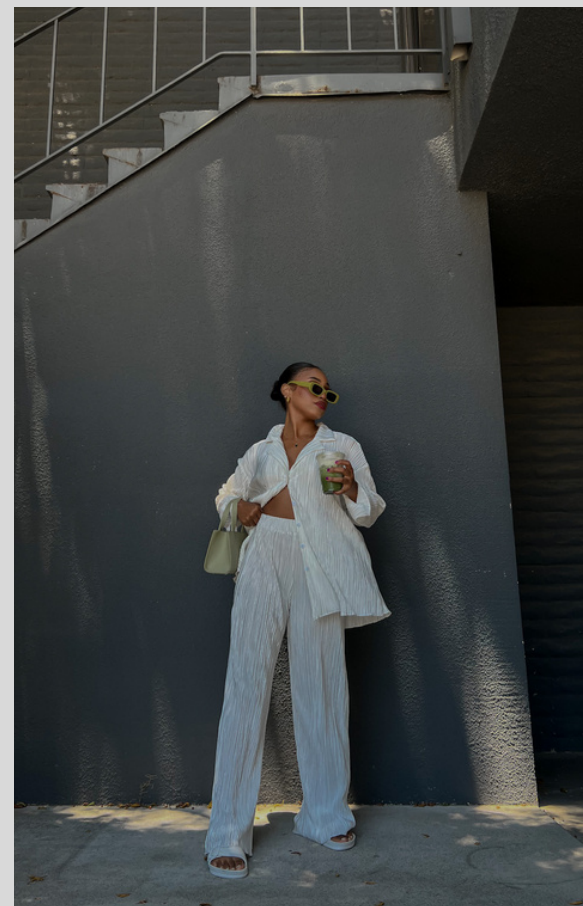
49,500 Follows

Lifetime Impressions 41,600,000 +

Who follows me ?

My audience is primarily (90%) made up of females between the ages of 25-35, living in the United States. They love luxury beauty, travel, self care, and have a glass of wine occasionally.

check out each social media page by clicking on the platform names.



Past Campaign

The Brand

[Olfactorynyc.com](https://www.olfactorynyc.com) is a modern fragrance company. Their scents are curated by top perfumers using the highest quality ingredients found in the finest luxury brands.

The Ask

This campaign consisted of one instagram reel and tik tok video

The Results

- 26,375 impressions
- 1,780 product swipe ups
- 490 IG Saves
- 10% increase in brand awareness



Creating personal scents



PAST COLLABORATIONS

NORTH
ITALIA

ULTA[®]
BEAUTY

SKIMS


SEPHORA

amazon

COVERGIRL[®]

L'ORÉAL

Reebok


 TATCHA

THE REVIEWS ARE IN



First of all--these photos are incredible, thank you for sharing. We truly appreciate working with you. -**Hannah (Olfactory)**

Hope your week is off to a great start. Sharing feedback below for your APRIL videos for the Amazon IBC Creator Program: Nice job on this one! You have a good storyline and video title. You show the product in a way that is inspiring and useful to customers. -**Victoria Mojos (Amazon Beauty Campaign)**

We hope you are having a great week. We are reaching out from the Amazon Home Influencer Program because you have surpassed your initial \$2K goal. Thank you again for all your hard work promoting Amazon Home! We really appreciate your participation in Amazon's Home Influencer Program and are excited to see all of the new Home content! - **Brian George (Amazon Home Campaign)**

"First of all--these photos are incredible, -Hannah (Olfactory) "