



www.nekianichelle.com

Nekiia
NICHELLE
LIFESTYLE • ENTERTAINMENT • TV PERSONALITY

MEDIA KIT

First and foremost, I am so glad you're here!



Hello there!

I'M NEKIA NICHELLE

I'm basically a multi-hyphenated media personality working toward creating a media empire like Oprah or Issa Rae! Although I'm still building my brand my obsession is teaching others how to make a living doing what they love (without it taking over their life).

As an entertainment/lifestyle reporter + expert, TV host, and pop culture commentator, educator, and foodie, my happiest days are spent in front of a video camera and sharing my secrets with the world.

Journalism became my passion– and I didn't just want to make a splash– I set my sights on cannonballing into the industry, getting the first scoop, sharing never-before-told stories, and changing the world with kindness, laughter... and a little bit of sass.

When I hit a roadblock, did I give up? No way! I poured some concrete and built my own dang highway! And you know what? That roadblock I'd hit before– gone!

From professional ladder climber to executive producer & co-host of a local entertainment show, radio host, morning news anchor, and on-air traffic reporter (yep– The Loop is STILL under construction), I thought I'd made it.

So I took out that tool belt again and I'm building a new road– one where manifestation leads to spiritual enlightenment, social media is about community over competition, and the clock doesn't hold me hostage from 9-5. (Now, my clock measures the cooking time of my stir fry– or, let's be honest– the UberEats driver's progress.) There are only three rules on this new path:

Rule #1: Do what makes you happy.

Rule #2: Empower others to do the same.

Rule #3: Follow my dreams

I can't wait to hear your vision, how you'd like to team up, and what your plan is to make your dreams come true. I hope that we can work together, support one another, and make an impact as a dynamic duo. And, most of all, I am just thankful that you saw something inside of me that had you reach out! Now, let's make some magic.

Let's Work Together!

THIS IS ME - MAYBE IT'S YOU, TOO!

- ✓ My love for the camera is unrelenting. It is what brings me the most joy and truly feels like my second home.
- ✓ I'm just as comfortable sitting at home, perusing the top beauty trends as I am chatting with celebrities on red carpets. (Ok, maybe confident is a better word...those high heels on the red carpets are anything but comfortable!)
- ✓ Nothing lights me up like taking risks for a life filled with passion
- ✓ I am obsessed with laughing, loving and personal growth. There something so pure and beautiful in it all.
- ✓ I live mostly on sushi, smoothies, and cereal. Sometimes all in the same meal.
- ✓ This New Positive Mindset/Live Your Best Life road has been a game-changer for me through all the ups, downs, and detours on my path
- ✓ Nothing lights me up like taking risks for a life filled with passion



THANK YOU SO MUCH!

*I can't wait to
collaborate!*

Services Offered

HOSTING

On-camera Hosting

Professional on-camera hosting of customized videos, YouTube videos & SMT's

Event Hosting/Speaker

Energetic event host/emcee, moderator, panelist

ENDORSEMENTS

Social Media Endorsement

A genuine social media endorsements/integrations reaches my audience quickly and is becoming the most preferred way to advertise. With the numbers listed in this media kit, there are many followers to reach with this option. This rate includes endorsement of service / product on one of the following platforms: Facebook, Instagram, Twitter or Pinterest.

Blog Post Endorsement

A blog post endorsement includes an article written by Nekia Nichelle with a mention and link to your product.

SPONSORSHIP

Giveaways

Sponsored giveaways are the best way to involve readers and gain interest in your product. A sponsored giveaway must be an addition to and combined with a social media endorsement.

Interviews

A studio quality sponsored interview includes a one-on-one interview conducted by Nekia Nichelle with a blog post mention and link to your product/service.

ADDITIONAL SERVICES

- Spokesperson/Lifestyle Expert
- In-depth product reviews
- Viral unboxing videos
- Seamless affiliate advertising
- Collaborative brand partnerships
- Stunning red carpet coverage/correspondence

Who follows Nekia?

WOMEN, 25 - 65, USA

Nekia's overall audience is 80%female with the majority being between the ages of 25-45. They seek light, humor, and connection-- and they love quality!



Hey, just keeping it real:

All posts subject to approval and may be declined based on brand image or interest at the requested time.

**Email hello@nekianichelle for detailed Talent Rate Sheet*



The Blog

NEKIANICHELLE.COM

Breaking News! Just N is the blog party I'm lucky enough to host after exiting the 9-5 scene over 10 years ago. As a TV host, reporter, and...well, an expert on everything entertainment and lifestyle, my blog is where I serve up tomorrow's fashion trends, the latest lifestyle and travel insights, need-to-know health and beauty secrets...all while empowering women to pursue their greatest joys in life...and feel beautiful while doing it!

New posts are scheduled Monday, Wednesday, and Friday, covering various topics including celebrity culture, pursue entrepreneurship goals/business, personal development, marketing, explore the latest food trends, and discuss health, wellness + love.

I'd like to think that I'm everyone's favorite girlfriend, and this website is a safe space where we can get together as a community and become inspired to take the next step toward the life of our dreams!



THE NUMBERS

2,000k+

average monthly page views

5,500k+

unique monthly visitors

17% / 45%

organic search / direct visits

MOST VIEWED BLOG

**4 Reasons Why Minding Your Own
Business Leads To A Better Life**

One Chicago Day Cast Interviews
with guests from Chicago PD, Fire & Med

DIY Buddha Satay Bowl
(Copycat Freshii Recipe)

PUBLISHING SCHEDULE

Monday - Friday

**stats are accurate as of
February 2021*

INSTAGRAM



13,000 +

@NekiaNichelle

YOUTUBE



11,000 +

5,000,000+ channel views
@NekiaNichelle

FACEBOOK



7,000 +

@NekiaNichelle
@IamNekiaNichelle

TWITTER



2,000 +

@NekiaNichelle

PREVIOUS COLLABORATIONS



OLAY Regenerist



Kilne Cookware



Cosori

Let's Get Social...

My platform reflects my many layers as a person. We talk about pop culture, products I'm into, business, entrepreneurship, health + wellness, body positivity, personal growth, what I'm cooking, what I'm wearing, best place to get your grub on, and some self-care tips.

It's all about building a tribe! I love creating a community where we can come together, laugh, motivate, talk about life, and have a little fun while doing it. I take pride in beautifully edited photos, my writing, my consistency, and building a team that makes everything behind the scenes happen seamlessly.



WHAT YOU CAN EXPECT

A quality, high-end, naturally lit, professionally shot and styled image of your product or service. You'll get an authentic, excited, and engaging caption, and a genuine desire to share you with my audience!

I can't wait to collaborate!



HOW TO BOOK

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email:

hello@nekianichelle.com and include the product or service, the website, and what you envision for the sponsorship. Please allow 2-5 business days for a reply. I'm so excited to team up with you and work together to make things happen!

xo, Nekia

hello@nekianichelle.com

www.nekianichelle.com

AS SEEN IN

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HARVEY

TMZ

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