

ALEXANDRA DE CESPEDES SILVA

ART DIRECTOR,
SOCIAL MEDIA
CONTENT CREATOR
& STRATEGIST

LATINA ART DIRECTOR FROM MIAMI WITH A BOLD PERSONALITY, FUELED BY CAFECITO AND CUBAN TIME. MY LOVE FOR SOCIAL MEDIA AND MIMOSAS IS ONLY SURPASSED BY MY PASSION FOR CREATING AMAZING DESIGNS THAT WOULD MAKE MY MOMMA PROUD. BORN AND RAISED IN FLORIDA, I'VE WEATHERED MY FAIR SHARE OF STORMS - BOTH IN LIFE AND IN WEATHER - BUT I KNOW THAT EVERY STORM ENDS WITH A BEAUTIFUL NEW DAY. JOIN ME IN THE SUNSHINE & LET'S CREATE SOME MAGIC!

CONTENT
PILLARS

BRANDING, CANVA, SOCIAL MEDIA



The Crowd

WHO IS OUR AUDIENCE?

Our audience is primarily women, 25-34 years young, who own small businesses that need help saving time and money when it comes to their marketing. They value family time and are looking for online education and resources to help their business grow better so they can spend more time with their loved ones.

TARGET COUNTRIES: US, CANADA, AUSTRALIA
TARGET LANGUAGES: ENGLISH

Ring my Bell

WEBSITE
madehappystudio.com

SOCIAL
@alexmadehappy

EMAIL
alex@madehappystudio.com

PHONE
(305) 798 - 0069

ACTIVE SOCIAL CHANNELS



Social Statistics

AS OF DECEMBER 2022

*All stats shown in this media kit are 100% organic with zero paid efforts.

TIKTOK

@MADEHAPPYSTUDIO

32.2k

Followers

94.7%

Female Audience

25-34

Audience Avg. Age

1.4K+

Avg. Views per video

Dedicated Video \$450-999

Brand Mentions \$150-300

Affiliate Link \$200

PINTEREST

@MADEHAPPYSTUDIO

2.7k

Followers

79.3%

Female Audience

25-34

Audience Avg. Age

1M+

Avg. Monthly Views

Video Idea Pin \$500-999

Static Idea Pin \$225

Standard Pin \$200
Lifetime Post

