

TRUE BEAUTY IS FELT, NOT SEEN

# LORISSA *Nelson*

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Media Kit | 2022





# About

Lorissa Nelson is a leading beauty and lifestyle content creator, wife, and mother based in Wake Forest, NC who lives and inspires the feeling of true beauty. She has collaborated with a variety of brands such as Ulta Beauty, Pampers, Palmers and more. With over 290,000 followers and 15 million views online, Lorissa uses her strong and growing platforms to serve and encourage women of all walks of life through her fresh photo and video content. She values connecting with her family of followers who are always seeking to gather beauty and lifestyle inspiration online. She is more than thrilled to collaborate with brands who believe in the message of diversity and inclusion by providing them with top value through her creative content and organic engagement.



# Lorissa



# Video Stats



261K+  
SUBSCRIBERS

511K+  
MONTHLY VIEWS

53.7K+  
MONTHLY WATCH  
(HOURS)

15M+  
TOTAL VIEWS



# Insta

26.1K  
FOLLOWERS

1,753  
AVG. LIKES

92  
AVG. COMMENTS

7.63%  
ENGAGEMENT RATE

# gram

@thelorissanelson





# Audience

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Lorissa's social audience is made up of over 290,000 beauty and lifestyle enthusiasts, with 95% being female and 79% from the U.S. Half of her fan base is between the ages of 18-35; with the other 45% being between the ages of 35-65. With her charming and bubbly personality, Lorissa draws in women from all walks of life to engage with her content, but the majority that is represented are millennial black women. She considers herself to be a "niece" or "little sister" to most of her supporters.



95%



95%

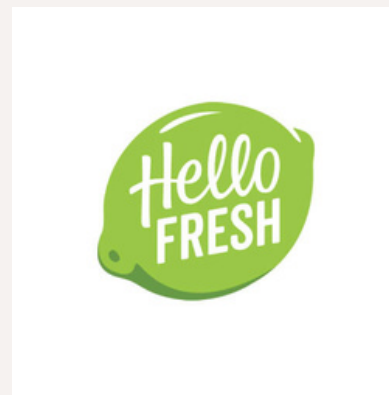


79%  
From U.S.





# Partnerships



+ Features



# Deliverables

Available on a one-time or reoccurring basis.

- YouTube Integrations
- Instagram In-Feed Posts
- Instagram Reels
- Instagram Videos
- Instagram Stories
- Blog Posts
- Content Licensing
- Brand Ambassadorships
- Live Video
- Hosting