

# ALEXANDRA DE CESPEDES SILVA

ART DIRECTOR,  
PHOTOGRAPHER &  
SOCIAL MEDIA  
CONTENT CREATOR

My name is Alex and I'm the Creator in Chief of Made Happy Studio. I'm a Brand Designer, Photographer, Social Media Content Creator & Strategist. Made Happy was created to empower entrepreneurs, big or small, to craft their brand visions and social media presence with bespoke design & content creation strategy. Some of my clients include HubSpot, Canva, Afterpay, Fedex, Live Nation, Douglas Elliman Real Estate and LinkedIn.



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business only

personal + business

## 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



### SOCIAL STATICS\*



**TikTok**

@madehappystudio

32.2k

Followers

94.7%

Female Audience

25-34

Audience Avg. Age

1.4K+

Avg. Views per video



**Pinterest**

@madehappystudio

2.7k

Followers

79.3%

Female Audience

25-34

Audience Avg. Age

1M+

Avg. Monthly Views

### CONTENT CREATION RATES\*\*

\*\*Rates may vary dependent on campaign deliverables

**Dedicated Video** ..... \$450-999  
**Brand Mentions** ..... \$150-300  
**Affiliate Link or Custom Code** ..... \$200

**Video Idea Pin** ..... \$500-1200  
**Static Idea Pin** ..... \$225  
**Standard Pin Lifetime Post** ..... \$200

### CONTENT PILLARS

Graphic Design, Branding, Canva, Social Media

### BRAND AFFILIATES

*Canva*

*Creative MARKET*



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