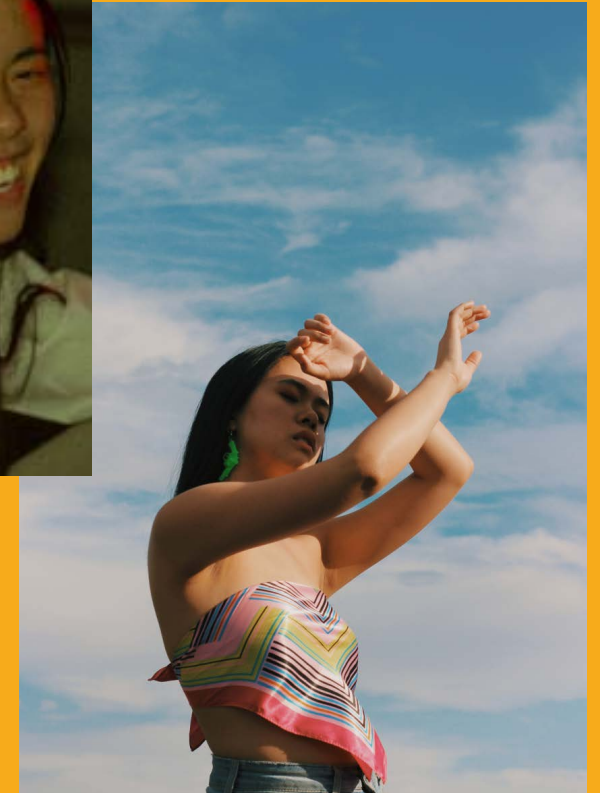


# @therochellefish

SEPT 2020 MEDIA KIT  
VISIT MY DESIGN FOLIO [HERE](#)

Hi! I'm Rochelle, a 21-year-old graphic designer, illustrator, photographer and content creator in Naarm (Melbourne). My online content generally covers fashion, design, art, dance, lifestyle and sustainability, all injected with a friendly, cheerful personality. Through my online platforms, I strive to bring joy, comfort and inspiration.



ROCHELLE OH  
[therochellefish@gmail.com](mailto:therochellefish@gmail.com)  
[youtube.com/therochellefish](https://youtube.com/therochellefish)  
[@therochellefish](https://www.instagram.com/therochellefish)

# youtube.com /therochellefish

YOUTUBE INSIGHTS  
VISIT YOUTUBE CHANNEL [HERE](#)

FOLLOWING ————— 120K

## RECENT VIDEO PERFORMANCE (SEPT 2020)

TOTAL VIEWS ————— 59.5K  
TOTAL WATCH HOURS ————— 5.5K  
AVG VIEW DURATION ————— 5:34  
AVG LIKE/DISLIKE RATIO ————— 99.4%  
IMPRESSIONS CLICK-  
THROUGH RATE ————— 2.6%

COUNTRY ————— UNITED STATES (31.7%)  
————— AUSTRALIA (5.4%)  
————— PHILLIPINES (5.0%)  
————— UNITED KINGDOM (4.7%)  
————— CANADA (3.5%)

AGE ————— 13-17 (8.9%)  
————— 18-24 (53.2%)  
————— 25-34 (29.3%)

GENDER ————— FEMALE (90%)



# instagram.com /therochellefish

INSTAGRAM INSIGHTS  
VISIT INSTAGRAM [HERE](#)

FOLLOWING ————— 9.2K  
ENGAGEMENT RATE ————— 8.7%

AVG STORY VIEWS ————— 500-1K  
AVG LIKES ————— 800  
AVG COMMENTS ————— 14

COUNTRY ————— AUSTRALIA (21%)  
————— UNITED STATES (21%)  
————— UNITED KINGDOM (6%)

CITIES ————— MELBOURNE (11%)  
————— SYDNEY (4%)  
————— SINGAPORE (3%)  
————— BRISBANE (1%)  
————— LONDON (1%)

AGE ————— 18-24 (63%)  
————— 25-34 (23%)

GENDER ————— FEMALE (89%)





Ethics, transparency & experimentation are at the core of my creative practice. I am always striving to push boundaries and try something new, while being thoughtful, inclusive and considerate along the way.

I'm looking to work with brands with a genuine, grounded desire to push creativity and/or create thoughtful change.

*Drop me a letter!*

***therochellefish  
@gmail.com***

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