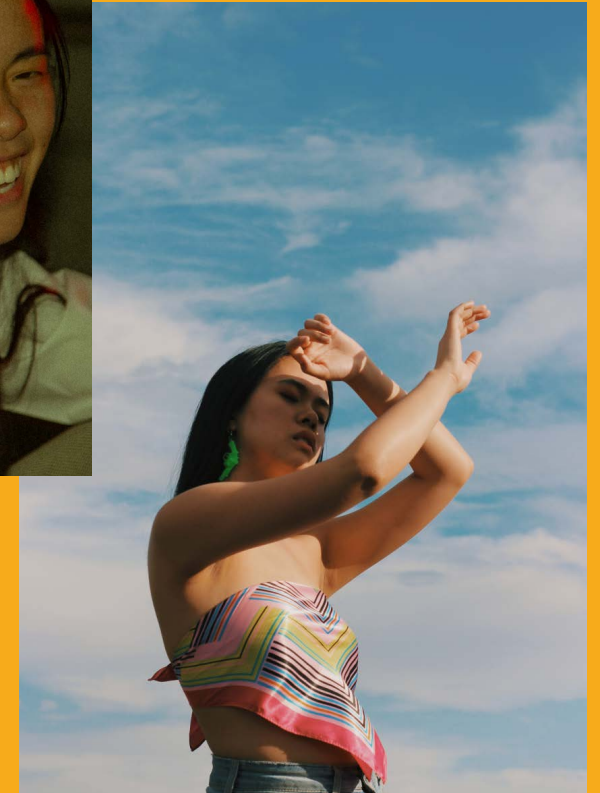


@therochellefish

JUNE—JULY 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
youtube.com/therochellefish
[@therochellefish](https://www.instagram.com/therochellefish)

youtube.com /therochellefish

YOUTUBE INSIGHTS
VISIT YOUTUBE CHANNEL [HERE](#)

FOLLOWING ————— 115K

RECENT VIDEO PERFORMANCE (20 JUNE — 17 JULY 2020)

TOTAL VIEWS	369K
TOTAL WATCH HOURS	39.8K
AVG VIEW DURATION	6:28
AVG LIKE/DISLIKE RATIO	99.4%
TOTAL SHARES	940

COUNTRY	UNITED STATES (35%)
	PHILLIPINES (6.5%)
	UNITED KINGDOM (5.3%)
	CANADA (4.6%)
	AUSTRALIA (4.5%)

AGE	13-17 (11.5%)
	18-24 (50%)
	25-34 (25%)

GENDER ————— FEMALE (91%)



instagram.com /therochellefish

INSTAGRAM INSIGHTS
VISIT INSTAGRAM [HERE](#)

FOLLOWING ————— 9.2K

ENGAGEMENT RATE

(OVERALL) ————— 5-7%

(RECENT) ————— 11%

AVG STORY VIEWS ————— 1-2K

AVG LIKES ————— 910

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 (62%)

————— 25-34 (22%)

GENDER ————— FEMALE (88%)



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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