

Sydney (@itgirlsyd19)

Content Creator • Lifestyle Influencer • Digital Trendsetter

35K+ Total Reach

Multi-Platform Creator

Beauty • Wellness • Lifestyle



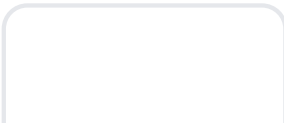
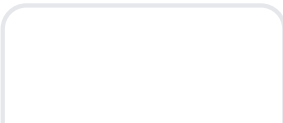
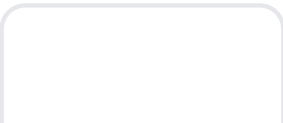
About Sydney

Sydney is a dynamic content creator with a passion for empowering her community through authentic, engaging content. Specializing in beauty, wellness, lifestyle, and business, she creates relatable content that resonates with her predominantly female, millennial audience.

With a combined reach of over 35,000 followers across multiple platforms, Sydney delivers genuine brand stories that drive engagement and conversions. Her diverse content portfolio spans fashion hauls, beauty tutorials, fitness motivation, home decor, and business insights.



Platform Statistics



TikTok

22K

Avg.
Engagement:
8.5%

Instagram

9.5K

Avg.
Engagement:
6.2%

Pinterest

23K

Avg.
Engagement:
12%

Threads

1.2K

Avg.
Engagement:
5.8%



Content Distribution

Beauty & Fashion	35%
Health & Wellness	25%
Home & Lifestyle	20%
Tech & Business	20%



Audience Demographics



Age Range

18-34 years (78%)



Gender

Female: 85% | Male: 15%

**Top Locations**

USA, Canada, UK

**Avg. View Time**

45-60 seconds



Partnership Packages

Single Post Starting at \$250

1 dedicated
post/video

Product
photography &
styling

24-hour story
mention

Usage rights for 6
months

MOST
POPULAR

Campaign Package Starting at \$800

3 posts across
platforms

Dedicated
Reel/TikTok

Story series (3-5
slides)

Amazon storefront
feature

Usage rights for 1
year

Brand Ambassador Custom Pricing

Long-term
partnership (3-12
months)

Monthly content
deliverables

Exclusive brand
advocacy

Event
appearances

Full usage rights

*All packages include detailed analytics reports and performance metrics. Custom packages available upon request.



Content Showcase

Fashion & Beauty

Product reviews, hauls, tutorials & style guides

35% of content

Health & Fitness

Workout routines, wellness tips & healthy recipes

25% of content

Lifestyle & Home

Home decor, baking, seasonal content & vlogs

20% of content

Why Partner With Sydney?

Authentic Engagement

My community trusts my recommendations. I only promote products I genuinely use and believe in, resulting in higher conversion rates and lasting brand loyalty.

Multi-Platform Reach

Content distributed across TikTok, Instagram, Pinterest, and Threads ensures maximum visibility and diverse audience touchpoints for your brand.

Professional Production

High-quality photography,

Data-Driven Results

Detailed analytics and performance

videography, and editing. Every piece of content is crafted to meet professional brand standards while maintaining authentic appeal.

reports for every campaign. Track reach, engagement, clicks, and conversions with full transparency.

Brand Alignment

I partner with brands that align with my values and resonate authentically with my community. My audience particularly responds to:

Clean Beauty

**Sustainable
Fashion**

**Wellness
Products**

**Tech
Innovation**

**Home
Essentials**

**Female
Empowerment**

**Quality Over
Quantity**

**Authentic
Storytelling**



Let's Create Together

Ready to collaborate? Contact me to discuss how we can create authentic, engaging content that delivers results for your brand.

Email:
sydney@itgirlsydcontent.com



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Response time: 24-48 hours • Professional representation available

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Last Updated: October 2025 • For the most current statistics, please request updated analytics