



CANDICE NGUYEN

ENTREPRENEUR & CONTENT CREATOR

Candice is an entrepreneur and content creator. Visionary thinker with experience in blogging, social media strategies, and event planning. She currently has 4K Instagram followers, 75K TikTok followers, and 2+ years of experience working as a micro-influencer and brand ambassador. She works with different brands and clients to help them fulfill their strategic goals, including platform growth, targeted messaging, increasing social reach and engagement, and driving sales and conversions. Licensed in cosmetology, she also specializes in make-up and nail care as well as runs a custom-shoe business.



@TROPICAL
CANDICE



@TROPICAL
CANDICE



@CANDICEN
GUYEN_



@CANDICE.
NGUYEN.9

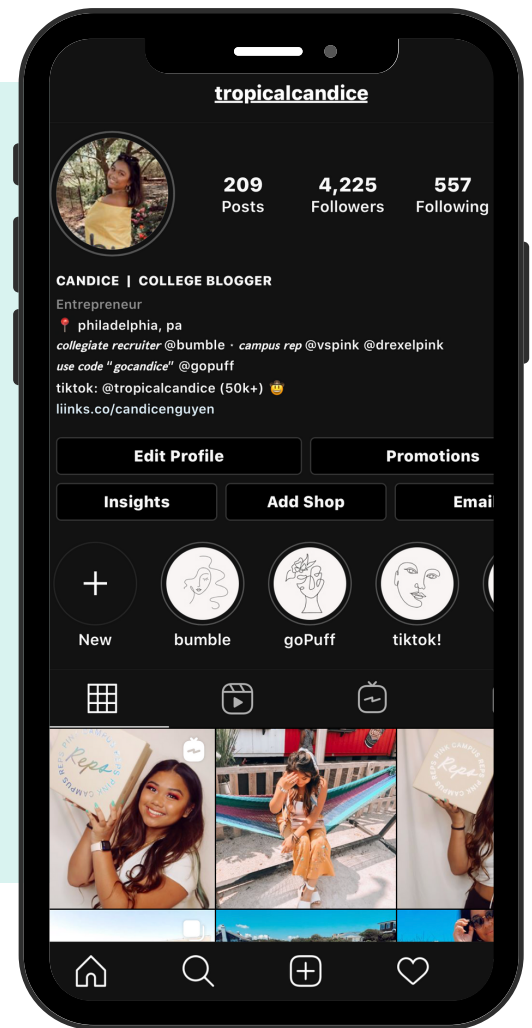


@CANDICEE
NGUYEN

TROPICALCANDICE@GMAIL.COM
856.562.0370
PHILADELPHIA, PA

INSTAGRAM STATISTICS

- 4,225** Followers
- 7.65%** Engagement
- 306.28** Avg. Likes
- 16.76** Avg. Comments
- 1.1K-2.8K** Reach (Posts)
- 1.6K** Weekly Profile Visits
- 25.9K** Impressions
- 600** Reach (Stories)
- 57** Website Clicks



SOCIALBLADE OVERVIEW

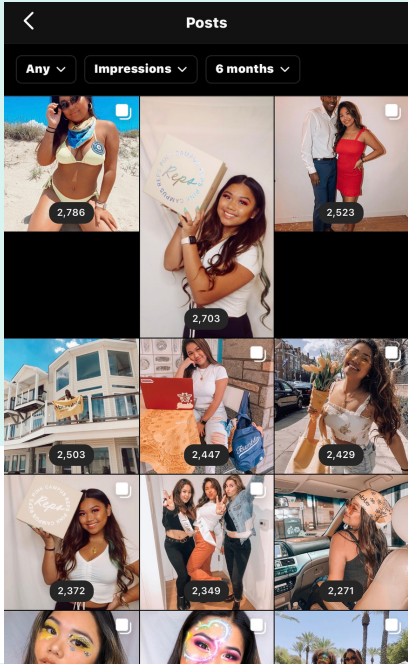
[HTTPS://SOCIALBLADE.COM/INSTAGRAM/USER/TROPICALCANDICE](https://socialblade.com/instagram/user/tropicalcandice)
DATA DISPLAYS TO BE UPDATED

INSTAGRAM STATS SUMMARY / USER STATISTICS FOR TROPICALCANDICE (2020-08-12 - 2020-08-13)

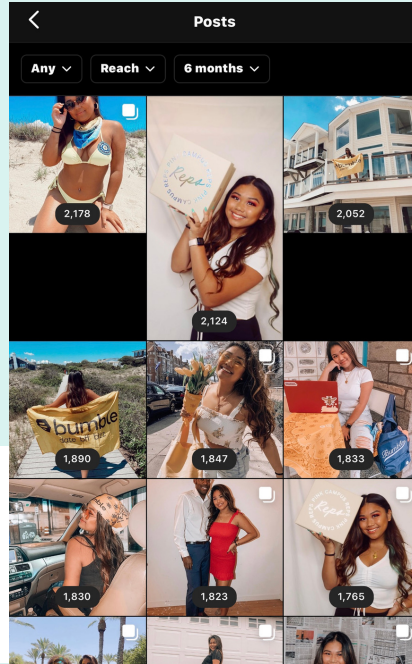
DATE		FOLLOWERS		FOLLOWING		MEDIA	
2020-08-12	Wed	–	4,224	–	557	–	209
2020-08-13	Thu	+1	4,225	–	557	–	209
Daily Averages		–		–		–	
Monthly Averages		–		–		–	

INSTAGRAM STATISTICS

AVG. 2,400 IMPRESSIONS/POST



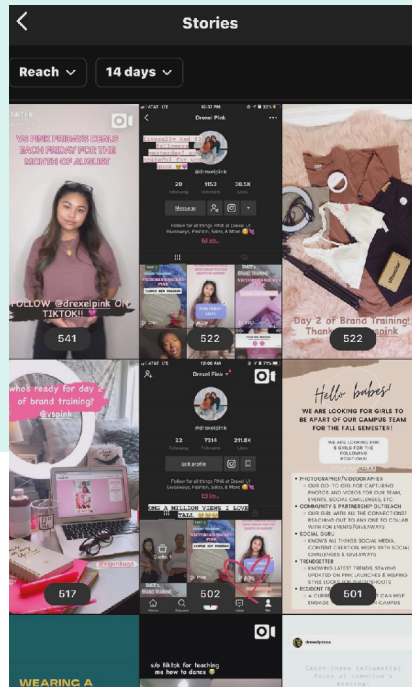
AVG. 1,800 REACH/POST



AVG. 2,000 REACH/WEEK



AVG. 500 VIEWS/STORY



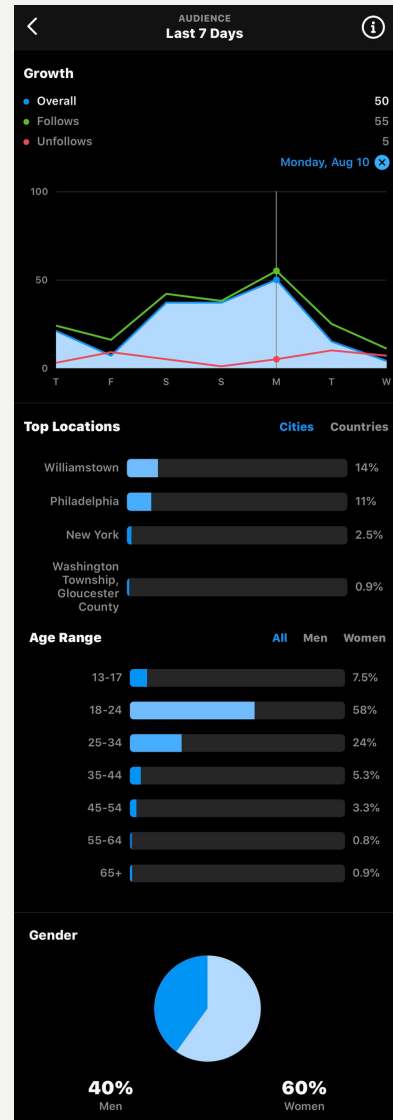
INSTAGRAM DEMOGRAPHIC

Unisex North America based audiences ages 18-34 are most interested in lifestyle and career tips, fashion and styling ideas, entrepreneurship, fashion, and blogging.

Instagram is their primary platform to learn lifestyle, career tips, inspiration while learning about Candice on a personal level. Although the demographics include the audience to range in gender, 97% of Candice's audience is female.

Candice's lifestyle and career content inspire her followers to feel more confident and be their most authentic selves. Her followers trust her product and lifestyle recommendations. Candice's entrepreneurial spirit helps her audience make purchases that are beneficial to their lifestyle and confidence.

FOLLOWER OVERVIEW



FOLLOWER ACTIVITY

Followers Invested In:

Fashion, Beauty Products, Social Networking, and Food

Large follower activity at 3PM or 9PM EST

Followers Engage With:

@bumble, @vspink, @drexelpink, @daviddobrik, @jacimariesmith

TIKTOK STATISTICS

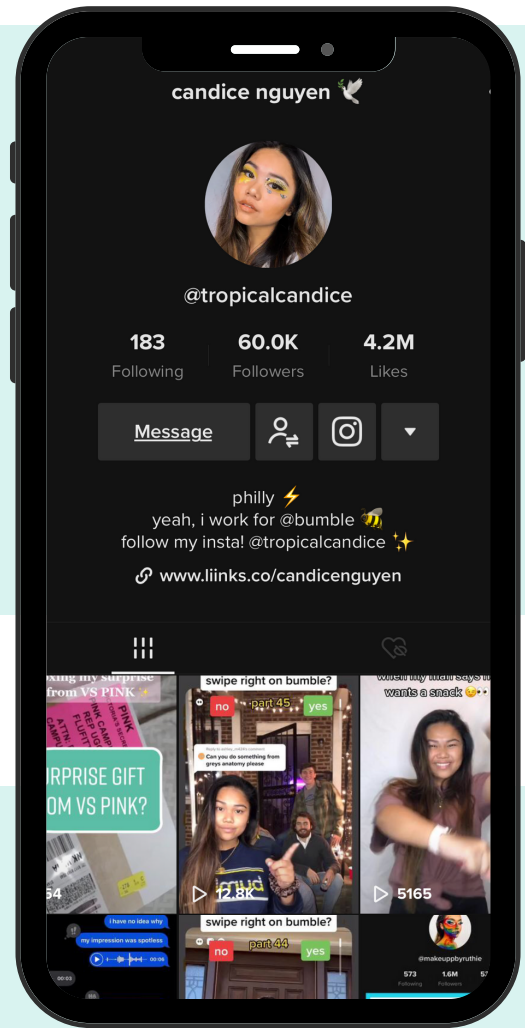
77.9K Followers

5.8 Million Likes

5.1 Million Views (August 2020)

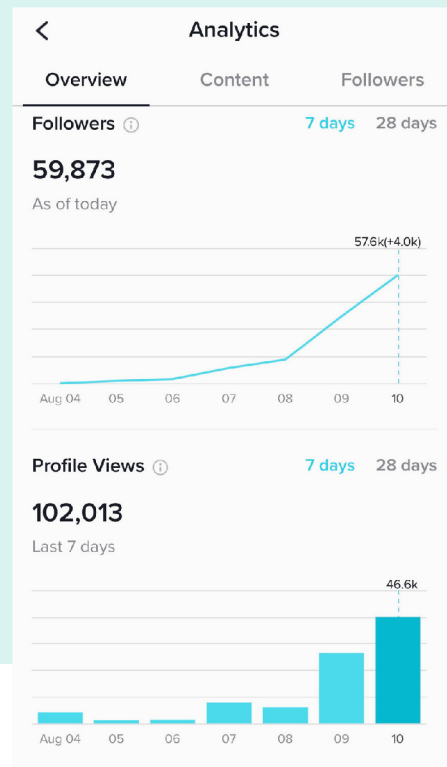
300+ Followers/Day

100K Profile Views/Week



ANALYTICS OVERVIEW

[HTTPS://WWW.TIKTOK.COM/TROPICALCANDICE](https://www.tiktok.com/tropicalcandice)
DATA DISPLAYS IN UTC TIME ZONE

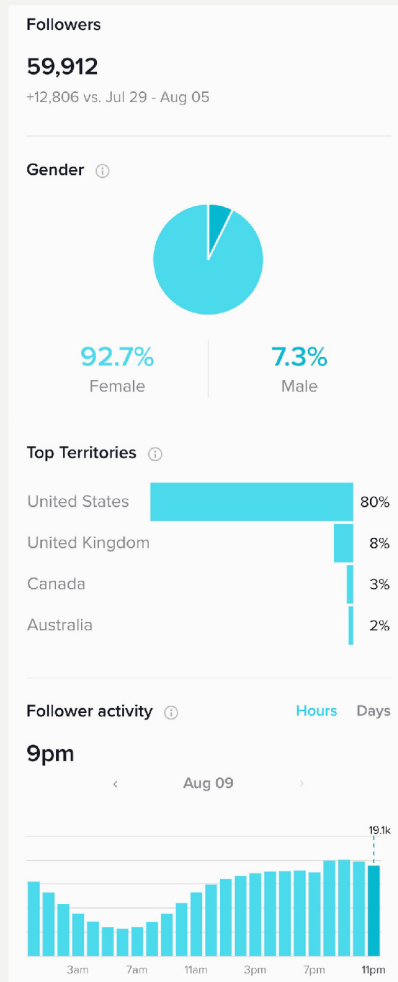


TIKTOK DEMOGRAPHIC

The majority of Candice's audience is female individuals who use TikTok are young women or Generation Z and Millennial women who use TikTok for entertainment. To the right is a screenshot to showcase the target audience as well as the top territories my content has reached.

TikTok is a significant influencer-market medium for brands who want to harness its influence and reach without creating direct sales advertisements. Candice has proven her ability to quickly understand and adapt to TikTok's algorithm. While others struggle to launch successful social campaigns, she is rapidly growing her brand and influences Bumble, InhaleHealth, CourseHero, curating ideas, executing successful brand collaboration, and influencer content.

FOLLOWER OVERVIEW



FOLLOWER ACTIVITY

Followers also watched:

@davidhenrie, @bumble,
@makeupbyruthie

**Best follower activity between
8PM and 10PM EST**

Sounds my followers listened to:

Mood Swings - Pop Smoke
Monkeys Spinning Monkeys - Kevin
MacLeod
Backyard Boy - Claire Rosinkranz

BRAND COLLABORATIONS

BUMBLE
VICTORIA'S SECRET PINK
RENT THE RUNWAY
GOPUFF
HALLMARK
PSK COLLECTIVE
ZICO
TASTY BITE
EMCHI NAIL PRODUCTS
INHALE HEALTH
COURSE HERO
COMMAND BRAND
HBO MAX

MICRO-INFLUENCER NETWORK

28 ROW GIRLS
CAMPUS TRENDSETTERS
HERCAMPUS MEDIA

THANK YOU!



Thank you for taking the time to look over my media kit. If you have any further questions, please contact me at **tropicalcandice@gmail.com**
Subject line: *Media Kit Inquiries (Insert Brand Name)*

I look forward to hearing from you! Let's make magic!

Candice Nguyen



@TROPICAL
CANDICE



@TROPICAL
CANDICE



@CANDICEN
GUYEN_



@CANDICE.
NGUYEN.9



@CANDICEE
NGUYEN

TROPICALCANDICE@GMAIL.COM
856.562.0370
PHILADELPHIA, PA
