

# B. WILSON

@BWILSONBEAUTY



PHL | D.C. | NYC METRO AREA

[BWILSONBEAUTY.COM](https://www.bwilsonbeauty.com)

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## ABOUT ME

I'm B Wilson, a seasoned beauty professional and content creator with over a decade of experience in the industry. Through my platform, I empower aspiring creators to monetize their passion, offering actionable strategies and no-nonsense advice. My content bridges the gap between beauty and business, inspiring my audience to take bold steps in their creative journeys.



## ANALYTICS

### INSTAGRAM:

9.8K+ views primarily on Reels and Stories, reaching a balanced audience of followers (52%) and non-followers (48%). Account reach is growing (3.1K+).

### TIKTOK:

Strong post engagement with 14K views, 700+ likes, 180 comments, and 300+ shares.

### PINTEREST:

Increasing engagement (+64%) and saves (+50%)

**ADVERTISING RATE FOR ALL PLATFORMS START AT \$200 PER POST/REEL**

## BRAND COLLABORATIONS

I've collaborated with various brands to create authentic and impactful content that resonates with my audience. My approach ensures that each partnership aligns with my brand values and delivers measurable results.

**BOSE**

**MAKE UP  
FOR EVER**  
PROFESSIONAL PARIS

**BISSELL**

## SERVICES OFFERED

### SPONSORED CONTENT:

Engaging posts and stories on Instagram and TikTok

### PRODUCT REVIEWS:

Honest and thorough evaluations of beauty and business tools

### BRAND AMBASSADORSHIPS:

Long-term partnerships that promote brand loyalty

### CONSULTING:

Personalized advice for brands looking to navigate the digital landscape

## AUDIENCE INSIGHTS

### PRIMARY AUDIENCE:

Aspiring content creators, beauty enthusiasts, and entrepreneurs

### DEMOGRAPHICS:

Predominantly female, ages 25–45.

### ENGAGEMENT:

High engagement rates across platforms, with active community participation.

## LET'S CONNECT

I'm always open to exploring new collaborations that align with my mission to empower and inspire. For partnership inquiries, please reach out via email or through my website.