



AMERICAN INFLUENCER COUNCIL

CREATORS TRAILBLAZING TO THE TOP LIST

MEET OUR 34
CREATOR MIDDLE-CLASS HONOREES
& DISCOVER SURVEY INSIGHTS
FROM OUR INAUGURAL
CREATOR ECONOMY LEADERS

ANALYZED BY



HypeAuditor

CONTENTS

- 3. Trailblazing
- 4. Acknowledgments
- 5. Methodology
- 6. By the Numbers Recap
- 7-8. Market Definitions
- 9. Contributors
- 10. Review Committee
- 11-12. Eight (8) Best Practices

13. **MEET OUR 34 HONOREES**

- 14. KPI Definitions
- 15. Alexis Barber Micro (10k-50k)
- 16. Bing Buzz Mid-tier (50k-500k)
- 17. Bobbi Thomas Mid-tier (50k-500k)
- 18. Brandon Edelman Mid-tier (50k-500k)
- 19. Brooke Eby Mid-tier (50k-500k)
- 20. Carol Del Toro Mid-tier (50k-500k)
- 21. Chrissy Clark Mid-tier (50k-500k)
- 22. Derek Culver Mid-tier (50k-500k)
- 23. Emily K Mid-tier (50k-500k)
- 24. Jacey Adler Micro (10k-50k)
- 25. Jacob Simon Mid-tier (50k-500k)
- 26. Jenna Barclay Mid-tier (50k-500k)
- 27. John Shin Mid-tier (50k-500k)
- 28. John Sorsby Mid-tier (50k-500k)
- 29. Johnathan Pushkar Mid-tier (50k-500k)
- 30. Jonathan Armstead Mid-tier (50k-500k)
- 31. Justice LaGrand Nano (1k-10k)
- 32. Kaden Smith Mid-tier (50k-500k)
- 33. Kaitlin Harris Mid-tier (50k-500k)
- 34. Kaitlyn Meslin Micro (10k-50k)
- 35. Kalissa Persaud Mid-tier (50k-500k)
- 36. Khloe Kuriatnyk Mid-tier (50k-500k)
- 37. Latoya Morrison-Cosbey Micro (10k-50k)

****Arranged alphabetically based on the honoree's first name***

- HONOREES continued
- 38. Marley Blonsky Micro (10k-50k)
 - 39. Mary Klein Mid-tier (50k-500k)
 - 40. Michael Mezzatesta Mid-tier (50k-500k)
 - 41. Michaela Harbison Micro (10k-50k)
 - 42. Nakya Joi Nano (1k-10k)
 - 43. Paulina Perez Micro (10k-50k)
 - 44. Rachel Jezowski Micro (10k-50k)
 - 45. Risa Flynn Nano (1k-10k)
 - 46. Scarlett Magana-Singh, Mid-tier (50k-500k)
 - 47. Sarah Gavilla Micro (10k-50k)
 - 48. Tyra Booker Micro (10k-50k)

49. **SURVEY RESULTS**

- 50. Trend 1: Payday
- 51. Trend 2: It Takes a Commitment
- 52. Trend 3: Small Business to Enterprise
- 53. Trend 4: We Need a Support Team
- 54. Trend 5: Staying on Track
- 55. Trend 6: More Is More
- 56. Trend 7: The Invoice Is Due
- 57. Trend 8: Misunderstood
- 58. Trend 9: Multidimensional Creator
- 59. Trend 10: Resilience Mindset
- 60. Trend 11: The Gaps
- 61. About Us
- 62. Sources

TRAILBLAZING

WHY DOES THE INDUSTRY NEED ANOTHER LIST?

The creator economy is growing at an astonishing rate, and industry estimates predict its economic valuation could swell to \$480 billion by 2027 (Goldman Sachs, 2023). Creators, influencers, and streamers are part of a surging labor market, with reports suggesting that the US is home to 38.7M influencers (Keller, 2023; Creative Class Group, 2024).

But this labor market is uneven. Fewer than one percent of US creators have follower counts totaling half a million or more, and annual earnings are highly disparate. Despite the attention lavished on creators with large communities, **macro** (500k-1M), and **mega** (over 1M), most US-based social media custom content creators are part of the creator middle class: **nano** (1k-10k), **micro** (10k-50k), **mid-tier** (50k-500k).

Follower count is a vanity metric, not the sole indicator of creative performance or ability to drive business impact. Career growth in the form of professional development and economic mobility is fundamental for all creators at every stage and tier.

At the American Influencer Council (AIC), we believe the future of growth and a rate-stable influencer labor market depends on building and investing in the creator economy from the bottom up.

The AIC launches **Creators Trailblazing to the Top List to recognize the talent and vision of influencers representing an essential sector of the creator labor market.** In announcing those on our inaugural list, we seek to empower workers building from the bottom up and champion the need for a diverse and inclusive labor market.

We have selected 34 honorees who are redefining creatorpreneurship and forging their path in the creator economy.

Diversifying deal flow within the nano to mid-tier will ensure that the creator economy supports all workers. Leveling the distribution of brand opportunities supports long-term growth for all. “One of the core pillars of middle-out economics is empowering workers—giving them the tools they need to claim their fair share of economic growth... Middle-out economics [generates] increases in wages that in turn generate increases in aggregate demand,” writes Heidi Shierholz, former chief economist of the United States Department of Labor, for issue no. 72 of Democracy Journal, spring 2024.

ACKNOWLEDGMENTS

To drive increased equity in the creator economy, the AIC introduces a first-of-its-kind list, **Creators Trailblazing to the Top**, which showcases thirty-four (34) US-based influencers in the creator middle class: nano (1k-10k), micro (10k-50k), and mid-tier (50k-500k). Creators Trailblazing to the Top List seeks to democratize and redefine what success looks like as a career creator and foster business growth for our honorees.

We asked **HypeAuditor**, a leader in AI-powered analytics for transparent and fraud-free influencer marketing, to analyze and produce a distribution of US-based nano, micro, and mid-tier creator accounts on Instagram from January 1, 2024, to January 1, 2025, based on four (4) KPIs: 1) audience engagement, 2) content quality & consistency, 3) brand advocacy, and 4) brand mentions. HypeAuditor then compared results to accounts of top influencers on other social networks to determine performance impact.

We thank HypeAuditor CEO and Founder Alex Frolov, and CMO Anna Komok, for their continued support of AIC research.

Thank you to our inaugural honorees for joining us in advocacy for the works in the middle.

Support creator-first research and join the Council. [Learn more about the AIC's annual membership.](#)

METHODOLOGY

HypeAuditor utilized data from its platform to identify and analyze top creators in the US Instagram creator economy. Honorees were selected based on four (4) key performance indicators (KPIs) from a robust sample of 2.3 million career creator accounts on Instagram. The AIC vetted the creator sample, and honorees had to opt in to be featured.

	No. of Featured Honorees	Sample Size
Nano (1k-10k)	3	1.8M
Micro (10k-50k)	11	404K
Mid-tier (50k-500k)	20	31K

OF HONOREES

TOTAL

34



Instagram was the primary channel for analysis

SAMPLE SIZE

2.3M

US-based creator accounts on Instagram

KPIs

We analyzed four (4) measurements. Please take a look at page 19 for complete definitions.

1. **Audience Engagement:** Measuring how actively followers interact with creators' content.
2. **Content Quality & Consistency:** Evaluating the posts' visual and thematic quality alongside posting regularity.
3. **Brand Advocacy:** Assessing the creators' ability to align with brand values and foster genuine advocacy.
4. **Brand Mentions:** Tracking the volume and context of brand-related mentions within their content.

DATE RANGE

The Instagram accounts of the honorees were analyzed from **January 1, 2024, to January 1, 2025**. *Excluding Stories due to platform API limitations.*

BY THE NUMBERS RECAP

Honorees took an eleven **(11) question survey** via Typeform that HypeAuditor and the AIC analyzed anonymously to understand better **the opportunities and challenges of the creator middle class**. Below are some of the key findings.

94%

- Percentage of the honorees who said brand deals are their main revenue stream.

45%

- Almost half of honorees indicated that one-off collaborations were the standard length of partnerships.

50%

- Percentage of honorees that revealed they typically work with mid-sized companies.

56%

More than half of the honorees agree that social media platforms have a responsibility to help their creator communities grow and monetize their audience.

85%

The vast majority of honorees track their campaign performance and send a summary of results to their brand partners.

59%

Percentage of the honorees who indicated they need 2 to 4 brand deals a month for a sustainable income.

38%

Regarding niche-ifying, 38% of honorees preferred to "create outside the box." Confirming they "post all types of content and cover many topics."

76%

- Percentage of honorees, who say they influence culture by "amplifying a brand's influence and combining its values with their creative voice."

79%

- Percentage of honorees who indicated brands working with creators in the middle believe they will accept gifts and press trips instead of fare rates.

29%

- Regarding career growth, 29% of honorees indicated, "It takes work to keep up with the algorithms and platform changes."

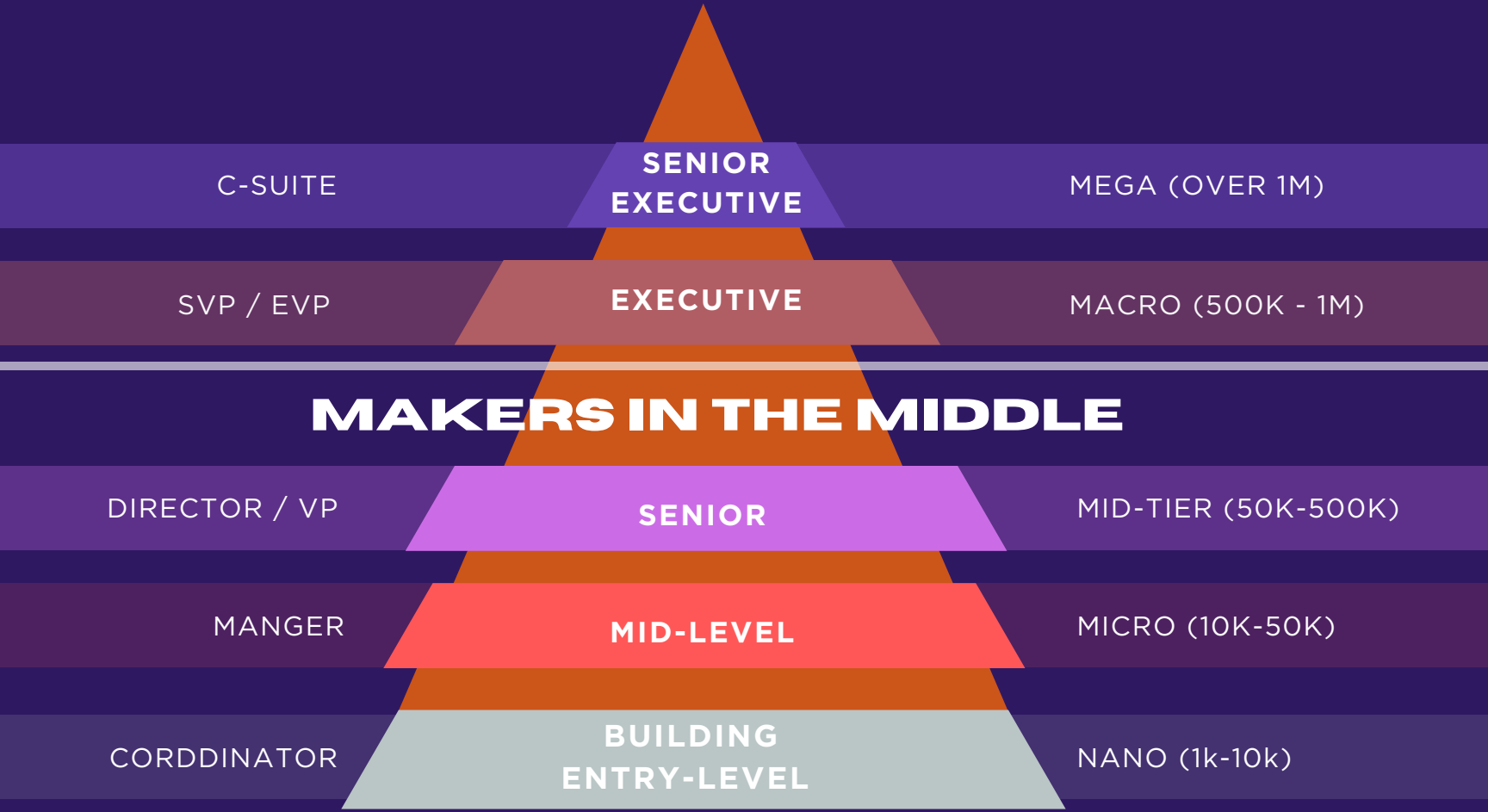
MARKET DEFINITIONS

MIDDLE CLASS

Social media workers in the creator economy comprise a hierarchical pyramid structure segmented into five (5) tiers based on follower count: 1) nano (1k-10k), 2) micro (10k-50k), 3) mid-tier (50k-500k), 4) macro (500k - 1M), and 5) mega (over 1M). **The lower three (3) tiers, nano, micro, and mid-tier, represent the creator middle class.** Most US-based social media custom content creators are part of the creator middle class.

CREATOR ECONOMY

A digital ecosystem and a segment of influencer marketing, including creators, social media platforms, platform users, brands, consumers, talent agencies, technology providers, content management platforms, analytical software and research firms, creative vendors, and regulatory agencies. The socioeconomic interactions between all these different players are the business dynamics of the influencer marketing industry.



This structure mirrors a corporate career progression from entry-level to seasoned professional. For career creators, it correlates to years of experience, business acumen, creative expertise, and an established portfolio of brand clients.

MARKET DEFINITIONS CONT.

CAREER CREATOR

An individual small business owner whose primary income is generated from activities and partnerships related to producing and marketing digital custom content across multiple social media platforms. Career Creators inform, educate, and entertain communities across many online touchpoints. Trying new products, setting trends, starting movements, and sharing unique experiences define these digital natives. Consumers often turn to career creators to see a product and a lifestyle in action. Their communities view creator content as a trusted source. These professionals tap into their unique lifestyle, subject matter expertise, and/or achievements to create conversations and move culture.

FULL TIME

Self-employed in consistent contract custom content creation, marketing of products, promotion of services, or ambassadorships with direct-to-consumer (D2C) or business-to-consumer (B2C) companies. Full-time career creators have built a book of business and have regular clients who generate enough annual income to make a living. File self-employment taxes.

PART TIME

A 1099 worker who makes passive income on a reduced schedule from social media content creation or other marketing activities. Efforts are meant to be part-time. Receives a minimum of \$600 or more in non-employment income during the tax year.

HYBRID

A creator who divides time between other means of employment. For example, the individual works in a corporate setting and performs content creation on the side.

CONTRIBUTORS



QIANNA
SMITH BRUNETEAU

LIST Author & Creative Director
American Influencer Council



NICK
BAKLANOV

LIST Analysis
HypeAuditor

Qianna Smith Bruneteau is the Founder and Executive Director of the American Influencer Council. Some of her accolades include winning ‘Best Celebrity/Influencer Campaign on Snapchat’ at the 10th Annual Shorty Awards. During the 50th anniversary of the US Open, Qianna made history, brokering a deal and leading the execution between NASA and the US Open for the first tennis match in space on the International Space Station.

Nick Baklanov is a PR and research specialist at HypeAuditor, where he analyzes social media data across platforms. Passionate about uncovering insights highlighting how social media shapes the world, his work has been featured in Forbes, Wired, Business Insider, and TechCrunch. A recognized thought leader in the field, Nick is committed to providing data-driven insights and fostering transparency in the industry.

REVIEW COMMITTEE

We appreciate the support and time of our volunteer Review Committee assembled to evaluate our selected honorees based on our four (4) KPIs. The Review Committee met virtually to discuss the honorees and **developed eight (8) recommendations to help those working in the middle enhance their digital footprint and online presence.**



**ALIZA
LICHT**
Founder, Leave Your Mark
Board VP, AIC



**JAMIE
GUTFREUND**
Founder
Creator Vision



**SULLY
GUZMAN**
Career Creator
Board VP, AIC



**NEFATARI
COOPER**
Creator VIP Relations
Influential



**BROOKE
ERIN DUFFY, PH.D.**
Associate Professor, Cornell University
Board Advisor, AIC



**REESA
LAKE**
VP, Head of Creator Agency Partnerships
LTK



8 BEST PRACTICES

REVIEW COMMITTEE

Our experts share tips and best practices to help creators and brands partner smarter.

DO YOU

01

Don't compare yourself to other creators or try to maintain the status quo. Get Ready with Me (GRWM) videos or dance trends aren't your thing—don't do them. Instead, **create content pillars or themes that will allow you to showcase your subject matter expertise.** Stay away from trends and fads that don't personally resonate with your lifestyle. You don't need a perfectly manicured feed, but you need to post consistently—at least once per day.

ATTN BRANDS, CREATORS HAVE LABOR RIGHTS

02

To be a creator-first brand means you recognize the economic value of creators and acknowledge their small business rights. **Self-advocacy is vital not just for your economic value, but for advancing the status of the wider creator community.** Leverage your media kit to showcase your value and partner preferences. It's also helpful for your media kit to include case studies from past brand campaigns as well as your partner preferences (e.g., what works on your channels, content licensing and usage, performance, and engagement tactics that work with your community).

NORMALIZE SPONSORED CONTENT

03

Sponsored content is the primary income driver for most creators. For example, the YouTube Partner Program (YPP) allows creators to monetize their feeds through ad revenue sharing. In the last three years, the YPP has paid out \$70B+ to creators, artists, and media companies—more than any creator monetization platform. At this point, it would be abnormal for users not to see sponsored content across their social media feeds.

MEDIA MIX

04

It's essential to have a diverse mix of sponsored and organic content. While the former is a primary way creators earn income, the latter ensures that audiences remain engaged in your brand. Social media content planner tools like Planoly, PREVIEW, UNUM, and others allow you to preview your feed, customize your grid, and thus manage organic and sponsored content more seamlessly.

8 BEST PRACTICES

CONT.
REVIEW COMMITTEE

BE REACHABLE

05

Many creators underutilize their bios, which should be search engine optimized (SEO) with keywords that clearly state their brand and content purpose. **Make it easy for potential clients to get in touch by adding your email in your bio and the contact info tab.** Many talent scouts use desktop computers when vetting influencer lists, and the toggle button does not appear in-app. Be sure your handle captures your brand and try to keep your handle consistent across all your digital properties.

PERSONALIZATION

06

Allow yourself the opportunity to be vulnerable. **Social media encourages us all to show our best moments, but your life learnings, ups and downs humanize your digital presence.** Use your outlook on life, values, inspirations, and experiences as additional voice-overs and commentary to personalize your creativity. Take advantage of “highlights” on Instagram to promote your skills, past collaborations, awards, press, and more that make you uniquely stand out.

EDUATE

07

The more you can share, the more informed your audience is about the product, service, or experience you’re promoting. Incorporate step-by-step guides, discuss ingredients, sounds (if applicable), smell/texture/color, application usage, fit, ambiance, and capturing the attitude allow increase the credibility of your content.

COMMUNITY MANAGEMENT

08

Make sure that your audience feels seen and heard by regularly responding to your comments and DMs. Additionally, commenting on the posts of fellow creators and brands gives your handle more visibility.

MEET THE 34 INAUGURAL HONOREES

The influencers selected to be featured **reflect the diverse makeup of the society we live in**. They are enhancing digital culture while creating content about topics that **inform, impact, and entertain our daily lives**.

Images and biographical information were provided by the honoree.

KPI DEFINITIONS

We identified four (4) key performance indicators (KPIs) to measure the success and impact of the honorees on Instagram*.

Audience Engagement

Engagement Rate	The engagement rate shows the percentage of the audience who engages with the content posted by the influencer, including likes and comments.
-----------------	---

Content Quality & Consistency

Audience Growth	Followers gained by honoree’s Instagram account from January 1, 2024, to January 1, 2025.
Reach	The estimated number of people who see a post created by the honoree.
Posting Frequency	Average number of posts made by the honoree per week.

Creative Culture

Mentioned by	Influencers and brands that mentioned the honoree’s account during the 365-day timeframe. Assessment of influencer’s ability to influence their community, public, and brands.
--------------	--

BRAND ADVOCATE

Brand Mentions	Mentions of brand accounts made by the honoree.
----------------	---

***Does not include Instagram Story analysis due to API limitations**



ALEXIS
BARBER

 [@alexisbarber](#)
LIFESTYLE CREATOR

MICRO

 **New York**
Professional Status: Hybrid
FACTS

- Founder of the wellness company **Too Collective** and the author of **Too Smart For This**, a guided journal for cultivating self-trust
- MBA from the Wharton School at the University of Pennsylvania
- Named Cosmopolitan's "Best Motivational Podcast" in 2021

“ ———
Pulling back the curtain on my wins and missteps, I hope to foster a supportive space where vulnerability fuels growth and every setback is a step toward greater self-belief.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 18.3K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 7.83% EXCELLENT	AVERAGE ♥ LIKES 1.4K	AVERAGE 💬 COMMENTS 11
	QUALITY Better than 91% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 1.5% AVERAGE	ACCT GROWTH +0.3K followers	REACH 1.5K–4.4K
	POSTING FREQUENCY: 1/WEEK AVERAGE		
CREATIVE CULTURE TOP 3 MENTIONS	 @toocollective  @rarebeauty  @lorealparis		
BRAND ADVOCATE	BRAND MENTIONS # 42  TOP MENTION @zyrtecallergy 2 mentions, 1.42% ER		

CLICK HERE 



 **New York**
Professional Status: Part-time

FACTS

- Ming and Ben are an NYC-based creator duo
- They share their journey of discovering new foods and places
- The pair showcase local favorites in NYC and beyond

“
Our platform spreads culture and kindness and makes people's lives brighter through conversation and connections.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 104.8K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.5% GOOD	AVERAGE LIKES 1.5K	AVERAGE COMMENTS 63
	QUALITY Better than 71% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 33% EXCELLENT	ACCT GROWTH +26K followers	REACH 10.6K–31.7K
	POSTING FREQUENCY: 2/WEEK AVERAGE		
CREATIVE CULTURE TOP 3 MENTIONS	 @hungryartistny	 @rokstarchicken	 @mubereats
BRAND ADVOCATE	BRAND MENTIONS 45	 TOP MENTION @dintaifungusa 1 mention, 4.5% ER	
		CLICK HERE 	



 **Alabama**
Professional Status: Hybrid

FACTS

- A dedicated wife and working mom to two girls, ages 15 and 12
- Engineering recruiting leader and part-time creator
- Shares fashion tips, day-in-the-life vlogs, and mom life

BOBBI THOMAS

 **@bobbiiwiththeeye**
FASHION + LIFESTYLE CREATOR

MID

“ ———
It is not about curating a perfect feed. Instead, I aim to offer something that genuinely adds value to the lives of the women who follow me.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 85.9K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.8% GOOD	AVERAGE ♥ LIKES 1.4K	AVERAGE COMMENTS 368
	QUALITY Better than 74% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 2700% EXCELLENT	ACCT GROWTH 82.9K followers	REACH 10.1K–30.4K
	POSTING FREQUENCY: 6/WEEK EXCELLENT		
CREATIVE CULTURE TOP 3 MENTIONS	 FLYING TOMATO @flyingtomato_official  @megmaso_n_creative  CHICWISH @chicwish		
BRAND ADVOCATE	BRAND MENTIONS # 121  TOP MENTION @amazon 5 mentions, 0.97% ER		

CLICK HERE 



BRANDON
EDELMAN

 **@bran flakezz**
COMEDY + LIFESTYLE CREATOR

MID

 **Pennsylvania**
Professional Status: Full-time

FACTS

- Started on TikTok with a mission to bring smiles and help people forget about the stresses of daily life
- Creates for a devoted cross-platform audience of nearly 1M followers
- Recognized for 'TikTok Transparency' series, where he dives into influencer marketing and the creator economy

“ ———
I went LIVE on TikTok, and Selena Gomez joined. We chatted, and she told me my videos brought her joy. This was the moment I realized how impactful my work as a creator was.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 245.3K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.34% GOOD AVERAGE ♥ LIKES 5.8K  AVERAGE COMMENTS 69 QUALITY Better than 79% of influencers of similar account size
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 51% EXCELLENT ACCT GROWTH 83.5K followers REACH 16.7K–50K POSTING FREQUENCY: 5/WEEK VERY GOOD
CREATIVE CULTURE TOP 3 MENTIONS	 @official wonder mind  @homegoods  @urbanoutfitters
BRAND ADVOCATE	BRAND MENTIONS # 12  TOP MENTION @blueapron 3 mentions, 0.4% ER CLICK HERE 



 **Maryland**
Professional Status: Hybrid

FACTS

- Diagnosed with ALS, a terminal, debilitating disease with no cure, at the age of 33 after four years of confusing symptoms
- Fundraised over \$1M for ALS research
- She has shared her health journey on outlets such as The Today Show

“
I am grateful that others have taken an interest in my story, even though it can be heavy. With the support of my friends and family, I’ve been able to laugh in the face of ALS.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 204.8K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 8.45% EXCELLENT QUALITY Better than 94% of influencers of similar account size	AVERAGE ♥ LIKES 17.2K	AVERAGE COMMENTS 255
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 78% EXCELLENT POSTING FREQUENCY: 4/WEEK VERY GOOD	ACCT GROWTH 75.8K followers	REACH 17.9K–53.6K
CREATIVE CULTURE TOP 3 MENTIONS	 @salesforce  @mediaplanetusa  @lehighu		
BRAND ADVOCATE	BRAND MENTIONS # 27	 TOP MENTION @salesforce 4 mentions, 3.5% ER	CLICK HERE 



 **Texas**
Professional Status: Full-time
FACTS

- Ecuadorian
- Graduated in Architecture and Construction Science turned influencer
- Loves sharing daily lifestyle tips

**CAROL
DEL TORO**

 **@caroldeltoro**
FAMILY CREATOR

MID

“
I've grown organically and maintained my audience engagement through the years, which has led me to work with dream brands.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 80.7K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.1% GOOD	AVERAGE ♥ LIKES 1.6K	AVERAGE 💬 COMMENTS 102
	QUALITY Better than 75% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 14.9% EXCELLENT	ACCT GROWTH 10K followers	REACH 6.1K–18.4K
	POSTING FREQUENCY: 2/WEEK AVERAGE		
CREATIVE CULTURE TOP 3 MENTIONS	 <u>@milani</u> <u>cosmetics</u>	 <u>@ashleyruth</u>	 <u>@lalomontoya01</u>
BRAND ADVOCATE	BRAND MENTIONS # 48	 TOP MENTION <u>@larocheposayusa</u> 1 mention, 1.8% ER	CLICK HERE 



 **Tennessee**
Professional Status: Full-time

FACTS

- Independent journalist
- Host of Underreported Stories
- She contributes to Turning Point USA and Newsmax

**CHRISSY
CLARK**

 [@thechrissyclark](#)
NEWS CREATOR

MID

“
I work hard to ensure that the truth and family values are portrayed to young people honestly and digestibly on the platforms they're using.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 136.6K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.1% GOOD	AVERAGE ♥ LIKES 2.6K	AVERAGE 💬 COMMENTS 76
	QUALITY Better than 73% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 18% EXCELLENT	ACCT GROWTH 21.1K followers	REACH 9.8K-29.4K
	POSTING FREQUENCY: 6/WEEK EXCELLENT		
CREATIVE CULTURE TOP 3 MENTIONS	 @dailycaller	 @turningpoint usa	 @laraeatrump
BRAND ADVOCATE	BRAND MENTIONS # 9	 TOP MENTION @myheritage_official 1 mention, 1.2% ER	CLICK HERE 



📍 Arizona

Professional Status: Full-time

FACTS

- Works with Nikon internationally
- Artwork reached over 100M viewers in 2024
- Built photography guided tours business to inspire others to pursue the emotional, physical, and spiritual benefits of connecting with nature and the night sky

“

I love taking people into nature and inspiring adventure through my artwork.

DEREK
CULVER

 @clanger mcbanger

GUIDE + PHOTO CREATOR

MID

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 204.9K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.16% GOOD	AVERAGE ♥ LIKES 4.4K	AVERAGE 💬 COMMENTS 40
	QUALITY Better than 78% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 59.8% EXCELLENT	ACCT GROWTH 75.9K followers	REACH 14.4K–43.3K
	POSTING FREQUENCY: 3/WEEK GOOD		
CREATIVE CULTURE TOP 3 MENTIONS	 @pubity	 @artofvisuals	 @instaphotographerhub
BRAND ADVOCATE	BRAND MENTIONS # 12	 TOP MENTION @nikonusa 1 mention, 63% ER	CLICK HERE 



EMILY K

 [@emmasaurus](#)
LEGO CREATOR

MID

 **Texas**
Professional Status: Full-time

- FACTS**
- Official LEGO Ambassador
 - Most prominent female LEGO influencer in North America
 - Cross-platform community of over 2.3M

“ ———
The goal of my content has always been to inspire others to get creative and build with LEGO bricks, especially women and girls.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 209K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.4% VERY GOOD QUALITY Better than 80% of influencers of similar account size	AVERAGE ♥ LIKES 5.1K	AVERAGE COMMENTS 51
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 63.5% EXCELLENT POSTING FREQUENCY: 2/WEEK AVERAGE	ACCT GROWTH 80.5K followers	REACH 15.2K–45.5K
CREATIVE CULTURE TOP 3 MENTIONS	 @youtube  @matticusbricks  @tiagoreiscatarino		
BRAND ADVOCATE	BRAND MENTIONS # 14	 TOP MENTION @lego at Costco 17 mentions, 2.56% ER	CLICK HERE 



JACEY
ADLER

 [@jacey.adler](#)
COZY COMFORT CREATOR

MICRO

 **New York**
Professional Status: Full-time
FACTS

- Shares inspiring content across her platforms that reach over 190K
- Certified yoga/meditation teacher & health and wellbeing coach
- Encourages her community to live more gentle, playful and fulfilling lives

“
My content is about making a heavy topic like mental health feel less overwhelming, inspiring people to take small, intentional steps toward a more joy-filled, meaningful life.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 54K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.8% GOOD QUALITY Better than 72% of influencers of similar account size	AVERAGE ♥ LIKES 633	AVERAGE COMMENTS 21
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 88.5% EXCELLENT POSTING FREQUENCY: 5/WEEK EXCELLENT	ACCT GROWTH 19.3K followers	REACH 3.3K–9.8K
CREATIVE CULTURE TOP 3 MENTIONS	 @nybucket list  @newyork locals  @dr.bahareri		
BRAND ADVOCATE	BRAND MENTIONS # 53	 TOP MENTION @amazonkindle 7 mentions, 0.52% ER	CLICK HERE 



JACOB
SIMON

 [@jacobsimonsays](#)
CLIMATE CREATOR

MID

 **New York**
Professional Status: Full-time
FACTS

- Inspires audience of well over half a million across platforms to overcome eco-anxiety and get involved with tackling the climate crisis through optimism and community
- Collaborations with the UN, NRDC, EPA, DOT, Clean Creatives, and more
- Founder of the Climativity newsletter

“
My community and I believe that a better, more sustainable, and more equitable world is possible, and we'll keep advocating and pushing for that future.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 341.9K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.7% VERY GOOD	AVERAGE ♥ LIKES 9.5K	AVERAGE COMMENTS 97
	QUALITY Better than 82% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 305% EXCELLENT	ACCT GROWTH +242.1K followers	REACH 25K-75K
	POSTING FREQUENCY: 3/WEEK GOOD		
CREATIVE CULTURE TOP 3 MENTIONS	 @threads	 @creators	 @the_happhippi
BRAND ADVOCATE	BRAND MENTIONS # 24	 TOP MENTION @americorpsnccc 1 mentions, 0.53% ER	CLICK HERE 



JENNA
BARCLAY

 [@jennaabarclay](#)
COMEDY + LIFESTYLE CREATOR

MID

 **California**
Professional Status: Full-time

- FACTS**
- Shares relatable content about millennial life, style, and 2000s nostalgia
 - The host of Talks in Class, a nostalgia and pop culture podcast
 - Owner of the online women's clothing boutique HOMEROOM

“
My goal for my content is always to bring people together through our shared experiences.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 299.4K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.72% GOOD	AVERAGE ♥ LIKES 5.1K	AVERAGE COMMENTS 153
	QUALITY Better than 74% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 33% EXCELLENT	ACCT GROWTH +73.3K followers	REACH 22.3K–66.9K
	POSTING FREQUENCY: 3/WEEK GOOD		
CREATIVE CULTURE TOP 3 MENTIONS	 @scary_mommy	 @iamthirtyaf	 @millennial_misery
BRAND ADVOCATE	BRAND MENTIONS # 14	 TOP MENTION @hempzofficial 1 mention, 1.5% ER	CLICK HERE 



 **New York**
Professional Status: Hybrid
FACTS

- Shares sports commentary on soccer with a focus on Manchester United that provides genuine and authentic takes
- Connects footy world with culture, fashion, and comedy
- Started as just a hobby, but now have been creating for over 11 years

“
I want to create a platform and brand that will help to support the growth of the Beautiful Game in the States.

JOHN SHIN

 [@goodvibesjohn](#)
SPORTS CREATOR

MID

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 86.2K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 3.7% VERY GOOD QUALITY Better than 85% of influencers of similar account size	AVERAGE  LIKES 3.2K	AVERAGE  COMMENTS 59
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 234% EXCELLENT POSTING FREQUENCY: 8/WEEK EXCELLENT	ACCT GROWTH +58.2K followers	REACH 6.7K-20K
CREATIVE CULTURE TOP 3 MENTIONS	 @fulltime devils	 @directv	 @saturdays football
BRAND ADVOCATE	BRAND MENTIONS # 19	 TOP MENTION @flashscoreofficial 8 mentions, 7.02% ER	CLICK HERE 



 **Texas**
Professional Status: Full-time
FACTS

- Creates videos exploring the parks, towns, historical sites, unique events, and interesting spots around Texas
- Visited every Texas State Park in one year (88/88)
- Platform aims to inspire people to get outdoors and be active

“
It's been incredible to learn about the local history of many places across the state and then tell the stories of those people and places you don't usually hear about.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 141.7K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.9% GOOD	AVERAGE ♥ LIKES 2.8K	AVERAGE 💬 COMMENTS 74
	QUALITY Better than 76% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 941% EXCELLENT	ACCT GROWTH 108.4K followers	REACH 10.3K–31K
	POSTING FREQUENCY: 3/WEEK VERY GOOD		
CREATIVE CULTURE TOP 3 MENTIONS	 @guthrie.atx	 @thcprovisions	 @thebullhouston
BRAND ADVOCATE	BRAND MENTIONS # 66	 TOP MENTION @truetexasbbq 1 mention, 1.2% ER	

CLICK HERE 



JOHNATHAN
PUSHKAR

 [@minisuperheroestoday](#)
LEGO CREATOR

MID

 **Tennessee**
Professional Status: Full-time

FACTS

- Creating content since 2015 to celebrate the love of LEGO, geek culture, and toys
- Partnered with Disney, Marvel, Walmart, and more
- Worked on collaboration with The LEGO Group through the LEGO Ambassador Network

“ I never imagined a life where playing with and talking about LEGO would be a full-time career, but every day, I wake up with that as my reality, and I am truly grateful.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: **186.2K**

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.1% GOOD	AVERAGE ♥ LIKES 1.9K	AVERAGE COMMENTS 20
	QUALITY Better than 62% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 15.5% EXCELLENT	ACCT GROWTH +25.1K followers	REACH 13.6K–40.7K
	POSTING FREQUENCY: [6]/WEEK EXCELLENT		
CREATIVE CULTURE TOP 3 MENTIONS	 @ethan.the.artisan	 @brandon.davisbd	 @bat_universe
BRAND ADVOCATE	BRAND MENTIONS # 50	 TOP MENTION @lego 34 mentions, 0.9% ER	CLICK HERE 



JONATHAN
ARMISTEAD

 [@jon.thedad](#)
COMEDY CREATOR

MID

 **Texas**
Professional Status: Part-time
FACTS

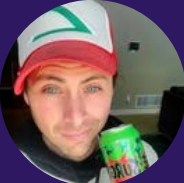
- Creates humor from everyday life as a Millennial dad and husband while reminiscing on the nostalgia and music of childhood
- Aims to bring joy into the world, entertain fellow parents during challenging times
- Uses comedy to build connections and community

“ ———
I like to make people laugh,
and if I can infuse some
music into the fold, even
better.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 153.3K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 6.6% EXCELLENT QUALITY Better than 93% of influencers of similar account size	AVERAGE ♥ LIKES 10.2K	AVERAGE COMMENTS 151
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 156% EXCELLENT POSTING FREQUENCY: 4/WEEK VERY GOOD	ACCT GROWTH +90.7K followers	REACH 32.8K–98.3K
CREATIVE CULTURE TOP 3 MENTIONS	 @iamthirtyaf  @90skid4lyfe  @dannyswole		
BRAND ADVOCATE	BRAND MENTIONS # 26	 TOP MENTION @fisherprice 9 mentions, 0.45% ER	CLICK HERE 



 **Florida**
Professional Status: Full-time

FACTS

- Bachelor of Arts in Communications and Digital Media from the University of South Florida
- Featured in Who What Wear
- Styling confidence for a family-like community

**JUSTICE
LAGRAND**

 **@love.julabae**
FASHION & BEAUTY CREATOR

NANO

“
My ultimate goal when creating content is to encourage everyone to embrace who they are and show that being yourself is always enough!

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 4.3K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 7.5% GOOD	AVERAGE ♥ LIKES 266	AVERAGE 💬 COMMENTS 138
	QUALITY Better than 80% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 5.1% GOOD	ACCT GROWTH +217 followers	REACH 1.2K–3.7K
	POSTING FREQUENCY: 1/WEEK AVERAGE		
CREATIVE CULTURE TOP 3 MENTIONS	 @lulus	 @beyondyoga	 @gigipip
BRAND ADVOCATE	BRAND MENTIONS # 28	 TOP MENTION @aerie 8 mentions, 6.2% ER	CLICK HERE 



 **Indiana**
Professional Status: Full-time

FACTS

- Specializes in outdoor adventure content
- Mantra: "A bad day means a good story"
- Seeks to inspire his community to pursue their interests, regardless of potential barriers

**KADEN
SMITH**

 **@kadenmsmith**
TRAVEL CREATOR

MID

“
I am proud I can live on my terms, not according to others' expectations.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 74.9K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.42% GOOD	AVERAGE ♥ LIKES 1.8K	AVERAGE COMMENTS 35
CONTENT QUALITY & CONSISTENCY	QUALITY Better than 78% of influencers of similar account size	AUDIENCE GROWTH 29% EXCELLENT	ACCT GROWTH +17.2K followers REACH 5.6K–16.8K
CREATIVE CULTURE TOP 3 MENTIONS	POSTING FREQUENCY: 1/WEEK COULD BE IMPROVED		
BRAND ADVOCATE	BRAND MENTIONS # 4	TOP MENTION  @merrell 1 mention, 2.2% ER	



@alexanderjames
travel



@kylegoesoff



@karubag

CLICK HERE 



 **Utah**
Professional Status: Full-time

FACTS

- Mom of 4
- Navigating adoption, infertility, and daily family life
- Passionate about educating others about adoption while showcasing the beauty of a multiethnic family

**KAITLIN
HARRIS**

 **@kaitlin harris**
FAMILY CREATOR

MID

“
Social media has given me a platform to share that love isn't only created by biology but by who you choose to love and let in your heart.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 396K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 3.3% VERY GOOD QUALITY Better than 83% of influencers of similar account size	AVERAGE ❤️ LIKES 13.2K	AVERAGE 💬 COMMENTS 213
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 8.4% GOOD POSTING FREQUENCY: 3/WEEK GOOD	ACCT GROWTH +30.9K followers	REACH 29.1K–87.2K
CREATIVE CULTURE TOP 3 MENTIONS	 @loulouandcomp any.	 @woom bikeusa	 @grill.father
BRAND ADVOCATE	BRAND MENTIONS # 31	 TOP MENTION @target 4 mentions, 0.62% ER	CLICK HERE 



 **New York**
Professional Status: Part-time

FACTS

- Specializes in easy recipes for busy working professionals, food styling, and restaurant & bar reviews
- Collaborated with 300+ restaurants, bars, and F&B brands
- Full-time MBA student at Columbia Business School

**KAITLYN
MESLIN**

 **@kailsplatess**
FOOD & BEVERAGE CREATOR

MICRO

“
By sharing my journey - from kitchen experiments to restaurant reviews - I aim to make meals an approachable, easy, and fun part of everyday life.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 11.8K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 5.92% VERY GOOD	AVERAGE ❤️ LIKES 657	AVERAGE 💬 COMMENTS 86
CONTENT QUALITY & CONSISTENCY	QUALITY Better than 87% of influencers of similar account size	AUDIENCE GROWTH 60.7% EXCELLENT	ACCT GROWTH +4.4K followers REACH 1.5K–4.6K
CREATIVE CULTURE TOP 3 MENTIONS	 @james hook lobster	 @boston. bucketlist	 @potatorolls
BRAND ADVOCATE	BRAND MENTIONS # 60	 TOP MENTION @seafoodfromnorway_us 2 mentions, 6% ER	CLICK HERE 



 **New York**
Professional Status: Full-time

FACTS

- Actor, creator, and writer born and raised in Queens
- Celebrates Indian and Guyanese heritage
- From mustache waxing to travel vlogs to trend videos, she aims to provide her audience with versatility and commitment to the bit

**KALISSA
PERSAUD**

 **@kalissapersaud**
LIFESTYLE CREATOR

MID

“
My audience inspires my content, and I hope they feel seen, heard, and understood through my videos.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 106.1K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.2% GOOD	AVERAGE ♥ LIKES 2.4K	AVERAGE COMMENTS 17
CONTENT QUALITY & CONSISTENCY	QUALITY Better than 78% of influencers of similar account size	AUDIENCE GROWTH 318% EXCELLENT	ACCT GROWTH +80.1K followers REACH 8.5K–25.5K
CREATIVE CULTURE TOP 3 MENTIONS	 @timeoutnewyork  @youngarts  @otterbox		
BRAND ADVOCATE	BRAND MENTIONS # 67	 TOP MENTION @bloomsupps 2 mentions, 1.2% ER CLICK HERE 	



 **Wisconsin**
Professional Status: Full-time

FACTS

- Content creator since 2020
- Her platform focuses on motherhood and lifestyle content
- Creates merch for moms called Momsitivity

**KHLOE
KURIATNYK**

 **@khloekuriatnyk**
FAMILY CREATOR

MID

“
I am proud that my content
inspires other moms to love
and appreciate themselves
and remember who they are
outside of motherhood.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 272.3K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.88% GOOD AVERAGE ♥ LIKES 5.1K  AVERAGE COMMENTS 58 QUALITY Better than 75% of influencers of similar account size
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 40.2% EXCELLENT ACCT GROWTH +76.1K followers REACH 18.6K–55.8K POSTING FREQUENCY: 5/WEEK VERY GOOD
CREATIVE CULTURE TOP 3 MENTIONS	 GIRLS @girls  @peanut  @buywithprime
BRAND ADVOCATE	BRAND MENTIONS # 13  TOP MENTION @splashrefresher 2 mention, 1.2% ER

CLICK HERE 



 **California**
Professional Status: Full-time

FACTS

- Founder of Posh Dangles, fashion jewelry
- Mom of two
- Shares family, lifestyle, fashion, and mom life content across platforms

**LATOYA
MORRISON-
COSBEY**

 **@toyacosbey**
LIFESTYLE CREATOR

MICRO

“
I'm most proud of the doors
my content creation journey
opened for me to meet
some great people virtually.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 18K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.9% GOOD AVERAGE ♥ LIKES 531  AVERAGE COMMENTS 17 QUALITY Better than 77% of influencers of similar account size
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 33.4% EXCELLENT ACCT GROWTH +4.3K followers REACH 1.5K–4.6K POSTING FREQUENCY: 2/WEEK GOOD
CREATIVE CULTURE TOP 3 MENTIONS	 @bellabarnett .official  @hello_mocking bird  @tribesigns global
BRAND ADVOCATE	BRAND MENTIONS # 13  TOP MENTION @sheinofficial 1 mention, 0.3% ER CLICK HERE 



 **Arkansas**
Professional Status: Part-time

FACTS

- Co-founder of All Bodies on Bikes
- Co-host of the All Bodies on Bikes podcast
- Fiercely passionate about size inclusion, believing everyone deserves full access to life - including at work, sport, and home

**MARLEY
BLONSKY**

 **@marleyblonsky**
BODY POSITIVITY CREATOR

MICRO

“My content aims to make cycling approachable, especially for plus-size women. And to encourage people of all backgrounds, shapes, and sizes to get on a bicycle.”

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 41.3K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.6% VERY GOOD	AVERAGE ♥ LIKES 1.1K	AVERAGE COMMENTS 39
CONTENT QUALITY & CONSISTENCY	QUALITY Better than 80% of influencers of similar account size	AUDIENCE GROWTH 25.3% EXCELLENT	ACCT GROWTH 8.2K followers REACH 4.5K-13.4K
CREATIVE CULTURE TOP 3 MENTIONS	 @outside magazine	 @lisacongdon	 @ospreypacks
BRAND ADVOCATE	BRAND MENTIONS # 43	 TOP MENTION @smartwool 1 mentions, 1.4% ER	CLICK HERE 



 **Rhode Island**
Professional Status: Part-time

FACTS

- She shares glimpses into her life in the coastal town of Newport
- Content highlights love for hosting, fashion, recipes, home decor, and travel adventures
- Hopes to inspire people to find the beauty in everyday living

MARY KLEIN

 **@maaryklein**
LIFESTYLE CREATOR

MID

“
I'm proud of being able to inspire people to make everyday life more beautiful and find joy in simple living.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 68.9K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 3.04% VERY GOOD QUALITY Better than 83% of influencers of similar account size	AVERAGE ❤️ LIKES 2.1K	AVERAGE 💬 COMMENTS 8
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 412% EXCELLENT POSTING FREQUENCY: 3/WEEK GOOD	ACCT GROWTH +51.9K followers	REACH 4.7K-14.2K
CREATIVE CULTURE TOP 3 MENTIONS	 @brides  @overthemoon  @luluandgeorgia		
BRAND ADVOCATE	BRAND MENTIONS # 22	 TOP MENTION @heinz 2 mentions, 1.3% ER	CLICK HERE 



 **California**
Professional Status: Full-time

FACTS

- Online educator who uses social media to spread ideas for a better future
- Creates informative videos that present sustainability through the lenses of economics and finance
- He encourages his community to imagine how the future could be better

**MICHAEL
MEZZATESTA**

 **@michael mezz**
CLIMATE CREATOR

MID

“
Solving the big social issues of our era—from climate change to inequality to biodiversity loss—will require a whole new way of thinking and living.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 192.5K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.3% GOOD QUALITY Better than 79% of influencers of similar account size	AVERAGE ♥ LIKES 4.4K AVERAGE COMMENTS 142
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 38.9% EXCELLENT POSTING FREQUENCY: 1/WEEK COULD BE IMPROVED	ACCT GROWTH +51.6K followers REACH 17.9K–53.7K
CREATIVE CULTURE TOP 3 MENTIONS	 @greenpeace  @harvard cchange  BUSINESS INSTANTLY @businessinstantly	 SAN TOP MENTION @straightarrownews 1 mention, 0.88% ER CLICK HERE 
BRAND ADVOCATE	BRAND MENTIONS # 6	



 **Arkansas**
Professional Status: Full-time

FACTS

- Wife, mother and homemaker
- An old soul seeking the simple 'n slow
- Shares cozy comfort, thrifting, and coffee

**MICHAELA
HARBISON**

“
My content inspires others to seek the Lord and the magic in everyday life.

 **@michaela_lorren**
FAITH + FAMILY CREATOR

MICRO

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 22.2K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.73% GOOD AVERAGE ♥ LIKES 378  AVERAGE COMMENTS 12 QUALITY Better than 72% of influencers of similar account size
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 8.4% GOOD ACCT GROWTH 1.7K followers REACH 1.6K–4.9K POSTING FREQUENCY: 2/WEEK GOOD
CREATIVE CULTURE TOP 3 MENTIONS	 @charliecrane paris  MEJURI @mejuri  M M @madebymary
BRAND ADVOCATE	BRAND MENTIONS # 26  TOP MENTION @loweshomeimprovement 3 mentions, 3.2% ER CLICK HERE 



NAKYA
JOI

 [@nakyajoi](#)
BEAUTY CREATOR

NANO

 **California**
Professional Status: Full-time
FACTS

- Based in the Bay Area
- Believes in building community
- Mantra: When you lead with authenticity, you can't lose!

“
I'm most proud of making time to help other smaller creators monetize their content in a very competitive space.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 8.3K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.8% GOOD			AVERAGE ❤️ LIKES 215			AVERAGE COMMENTS 42		
	QUALITY Better than 76% of influencers of similar account size								
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 141% EXCELLENT			ACCT GROWTH +4.5K followers			REACH 910–2.7K		
	POSTING FREQUENCY: 3/WEEK VERY GOOD								
CREATIVE CULTURE TOP 3 MENTIONS	 @port land leather			 @maelys_cosmetics			 @japonesque		
BRAND ADVOCATE	BRAND MENTIONS # 44			 TOP MENTION @yitty 3 mentions, 4.5% ER					



 **Texas**

Professional Status: Full-time

FACTS

- Proud Mexican-American committed to representation
- Social media strategist who helps amplify brands through digital storytelling
- 80+ brand partnerships

PAULINA PEREZ

 **@paulinaperez**
BILINGUAL + LIFESTYLE CREATOR

MICRO

“ ———
There’s a huge Hispanic market in the US that’s often overlooked, and my purpose has always been to help this community feel seen and celebrated.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 14.2K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 9.06% EXCELLENT QUALITY Better than 93% of influencers of similar account size	AVERAGE ❤️ LIKES 1.3K	AVERAGE 💬 COMMENTS 26
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 54.6% EXCELLENT POSTING FREQUENCY: 1/WEEK AVERAGE	ACCT GROWTH 4.8K followers	REACH 3.3K–9.8K
CREATIVE CULTURE TOP 3 MENTIONS	 @native  @medicroasting  @thompson_atx		
BRAND ADVOCATE	BRAND MENTIONS # 43	 TOP MENTION @doordash 2 mentions, 2.3% ER	CLICK HERE 

 Michigan

Professional Status: Part-time

FACTS

- Dog mom to three Golden Retrievers
- Partnerships with Ford, Benebone, Ruggable, PetSmart, L.L. Bean, and Pure Michigan
- Passionate about the Great Lakes state and frequently shares travel destinations and things to do and see

RACHEL
JEZOWSKI

 @wildgoldens
LIFESTYLE CREATOR

MICRO

“ I love inspiring my community to chase their dreams and bring the dogs along.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 21.8K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.5% GOOD	AVERAGE ♥ LIKES 325	AVERAGE COMMENTS 31
	QUALITY Better than 70% of influencers of similar account size		
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 7.6% GOOD	ACCT GROWTH +1.5K followers	REACH 1.8K–5.3K
	POSTING FREQUENCY: 1/WEEK COULD BE IMPROVED		
CREATIVE CULTURE TOP 3 MENTIONS	 @llbean	 @blundstone	 @hurtta.america
BRAND ADVOCATE	BRAND MENTIONS # 14	 TOP MENTION @protexinpetusa 1 mentions, 1.2% ER	CLICK HERE 



 **Iowa**
Professional Status: Full-time

- FACTS**
- UGC creator
 - Focus on short-form videos
 - Stop-motion artist

**RISA
FLYNN**

 **@risa flynn**
LIFESTYLE CREATOR

NANO

“
I'm living proof that content creators can turn their passion into a full-time job. It's a testament to the power of creativity and the endless possibilities it brings.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 3.3K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 9.4% VERY GOOD QUALITY Better than 86% of influencers of similar account size	AVERAGE ♥ LIKES 301	AVERAGE COMMENTS 24
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 4.9% GOOD POSTING FREQUENCY: 1/WEEK AVERAGE	ACCT GROWTH +156 followers	REACH 460–1.4K
CREATIVE CULTURE TOP 3 MENTIONS	 @mintandlily  @samsclub  @officedepot		
BRAND ADVOCATE	BRAND MENTIONS # 16	 TOP MENTION @lancomeofficial 1 mentions, 8.5% ER	CLICK HERE 



 **Illinois**

Professional Status: Full-time

FACTS

- Based in Chicago
- Former corporate girl turned full-time creator
- Shares lifestyle, fashion, beauty and fitness content

**SCARLETT
MAGANA-
SINGH**

 **@ohmyletto**
LIFESTYLE CREATOR

MID

“
My content goal is to inspire my audience to be confident, be authentic, and become better versions of themselves.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 109.2K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 4.8% VERY GOOD QUALITY Better than 89% of influencers of similar account size	AVERAGE ❤️ LIKES 5.3K	AVERAGE 💬 COMMENTS 65
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 54.5% EXCELLENT POSTING FREQUENCY: 3/WEEK GOOD	ACCT GROWTH +38.2K followers	REACH 8.1K–24.3K
CREATIVE CULTURE TOP 3 MENTIONS	 @macys  @aysiajancee  @avmall		
BRAND ADVOCATE	BRAND MENTIONS # 66	 TOP MENTION @wayfair 1 mention, 1.1% ER	CLICK HERE 



 **Texas**
Professional Status: Hybrid
FACTS

- A former professional ballet dancer who applies her artistic background to crafting impactful content for brands
- YouTube Manager at Manychat
- Mentors students to help them achieve success on social media

**SARAH
GAVILLA**

 **@sarahgavilla**
LIFESTYLE CREATOR

MICRO

“
My goal is to create content that feels authentic to who, I am in every stage of my life.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 25.9K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 1.99% GOOD QUALITY Better than 75% of influencers of similar account size	AVERAGE  LIKES 508	AVERAGE  COMMENTS 18
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 9.5% GOOD POSTING FREQUENCY: 1/WEEK COULD BE IMPROVED	ACCT GROWTH +2.2K followers	REACH 2.2K–6.6K
CREATIVE CULTURE TOP 3 MENTIONS	 @ballet_champs  @edgerooftop  @balletmag	CLICK HERE 	
BRAND ADVOCATE	BRAND MENTIONS # 12	 TOP MENTION @gap 1 mention, 1.4% ER	

 **Texas**
Professional Status: Full-time
FACTS

- Based in Austin
- Shares natural hair content, tips, and tutorials
- GenZ voice for textured hair

**TYRA
BOOKER**

 **@mytype4hair**
NATURAL HAIR CREATOR

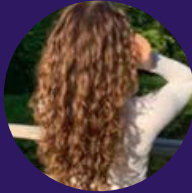
MICRO

“
I want to inspire my community to love their hair because it's our crown. My content seeks to remind people that our hair is unique and beautiful.

HYPEAUDITOR INSTAGRAM ACCOUNT ANALYSIS

DATE RANGE: JANUARY 1, 2024 TO JANUARY 1, 2025

FOLLOWERS: 30.1K

AUDIENCE ENGAGEMENT	ENGAGEMENT RATE 2.03% GOOD AVERAGE ♥ LIKES 594  AVERAGE COMMENTS 35 QUALITY Better than 75% of influencers of similar account size
CONTENT QUALITY & CONSISTENCY	AUDIENCE GROWTH 1,431% EXCELLENT ACCT GROWTH +24.9K followers REACH 2.7K–8.2K POSTING FREQUENCY: 3/WEEK VERY GOOD
CREATIVE CULTURE TOP 3 MENTIONS	 @curlyhair.go  @amika  @afroprincesses
BRAND ADVOCATE	BRAND MENTIONS # 37  tgin TOP MENTION @tginatural 3 mentions, 3.9% ER

CLICK HERE 

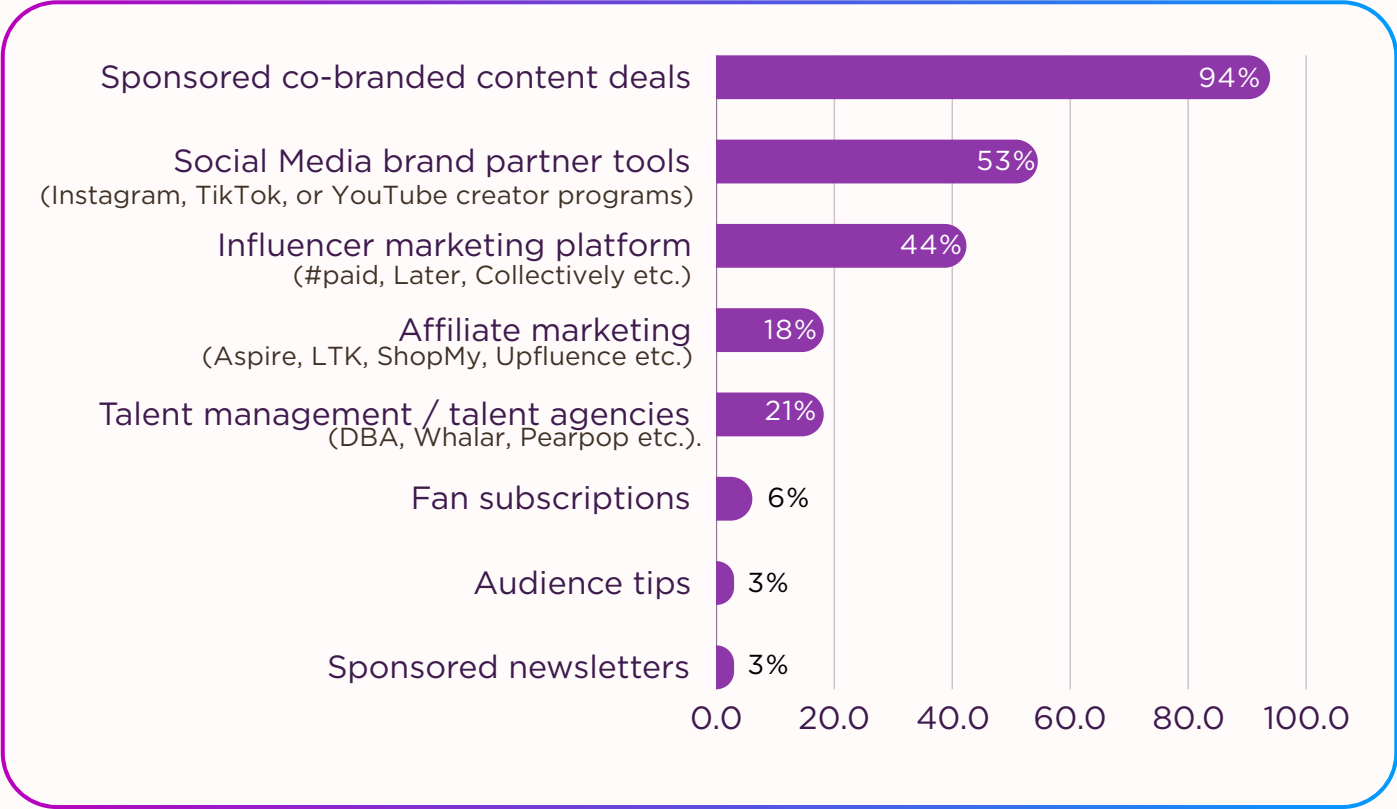
SURVEY RESULTS

We asked our thirty-four (34) honorees to answer an eleven **(11) question survey** that was analyzed anonymously via Typeform **to better understand the creator middle class.** The survey aims to help brand marketers partner smarter and lead with a creator-first mindset.

PAYDAY

SURVEY TREND #1

WHICH INCOME SOURCES DRIVE THE MAJORITY OF YOUR ANNUAL EARNINGS?



Respondents could select up to 3 relevant options.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

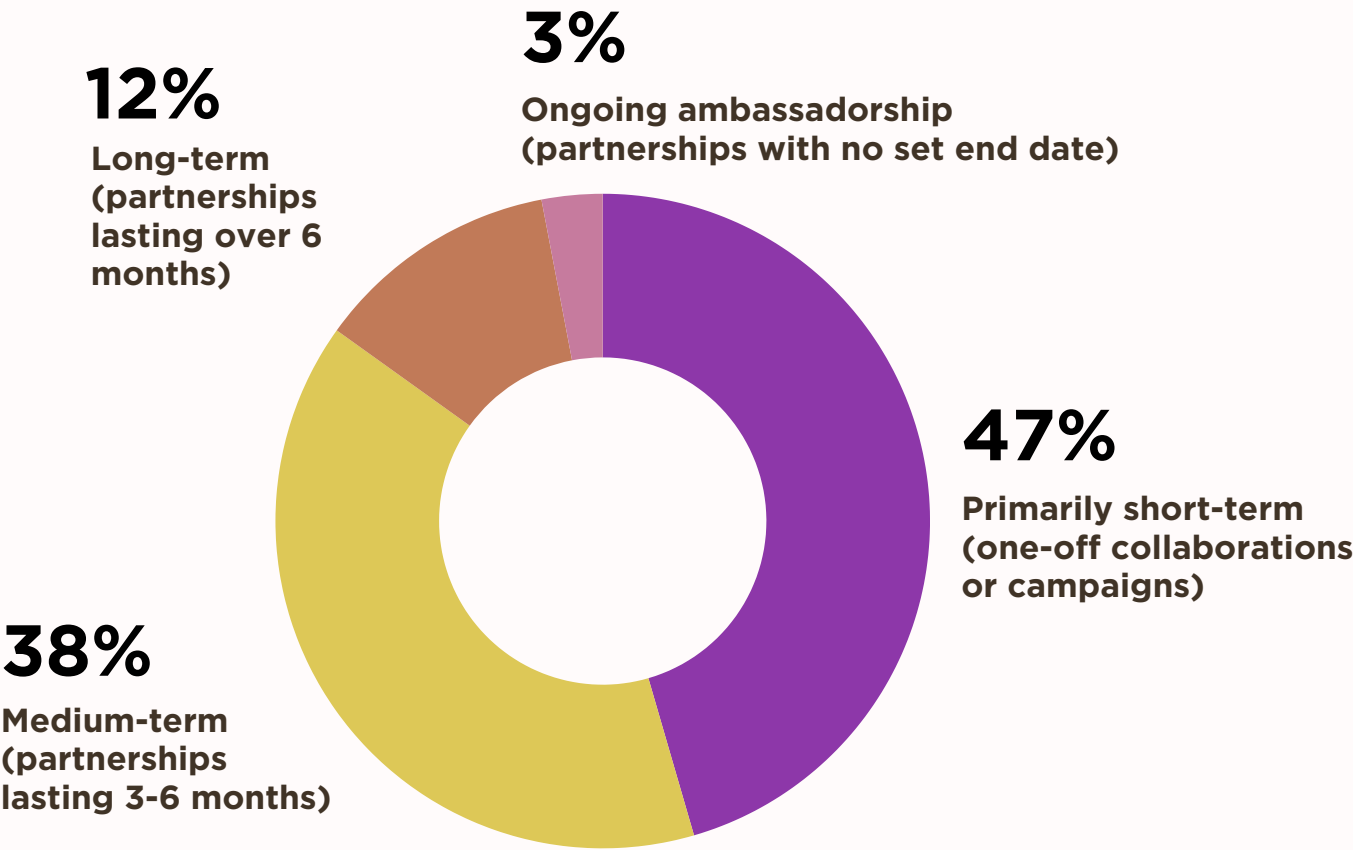
RESULTS IN FOCUS

Career creators are encouraged to diversify their income through affiliates, superfan-paid subscriptions, influencer platforms, and more; however, 94% of the honorees say brand deals are their primary revenue stream.

IT TAKES A COMMITMENT

SURVEY TREND #2

WHAT IS THE AVERAGE LENGTH OF A BRAND PARTNERSHIP?



Respondents could select 1 relevant option.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

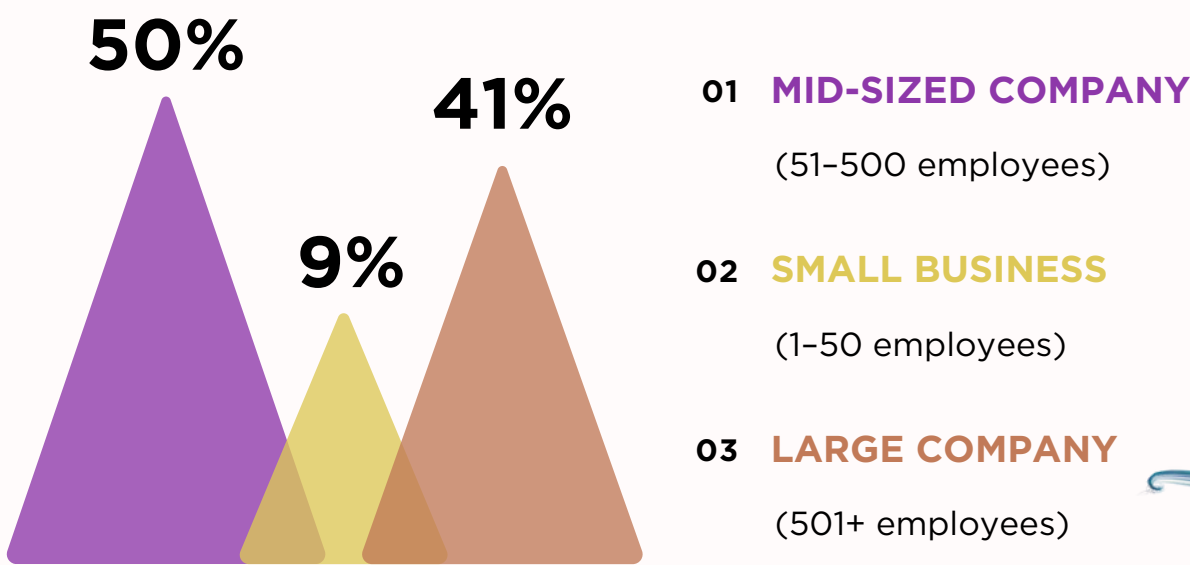
BRAND PRO TIP

When you’re looking for talent, we suggest creating a roadmap that outlines the various channels you can leverage a creator in your marketing funnel, from in-store events to embedding creator UCG in your product pages. **The more ways you can test the performance of your talent, the more equipped you’ll be to continuously refine and optimize your creator strategy, which one-off partnerships don’t allow you to do.**

SMALL BUSINESS TO ENTERPRISE

SURVEY TREND #3

WHAT IS THE TYPICAL SIZE OF THE COMPANIES YOU WORK WITH?



Respondents could select 1 relevant option.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.



CREATOR PRO TIP

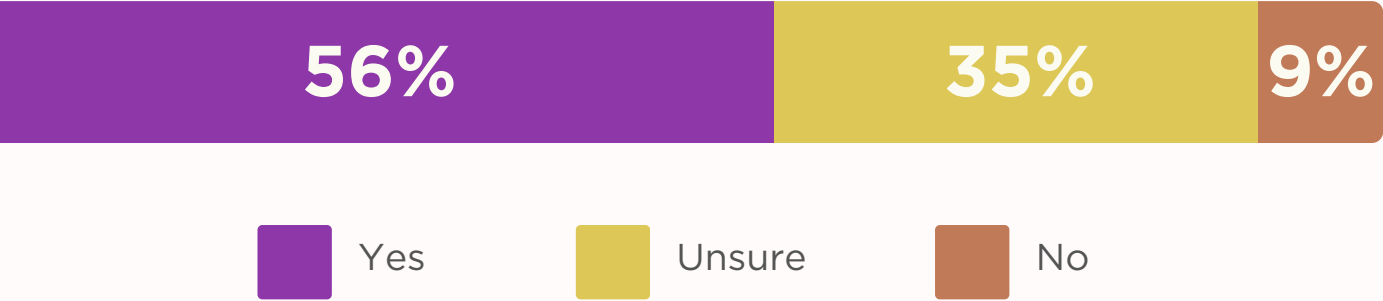
Not all brand influencer marketing programs are created equal. Creators must diligently research all potential partners, regardless of their size.
What should I be searching for? You should assess the financial health and stability of the business. Check the Dun & Bradstreet business directory, which provides business data and insights on most companies in America. See what customers are saying on Yelp. Check if the business has a searchable Google Business Profile. The more you know about a potential partner, the better!

WE NEED A SUPPORT TEAM

SURVEY TREND #4



DO SOCIAL MEDIA PLATFORMS HAVE A RESPONSIBILITY TO CREATE PROGRAMMING AND SERVICES THAT PROVIDE ALL CREATORS WITH AN OPPORTUNITY FOR AUDIENCE GROWTH, COLLABORATION, AND MONETIZATION?



Respondents could select 1 relevant option.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

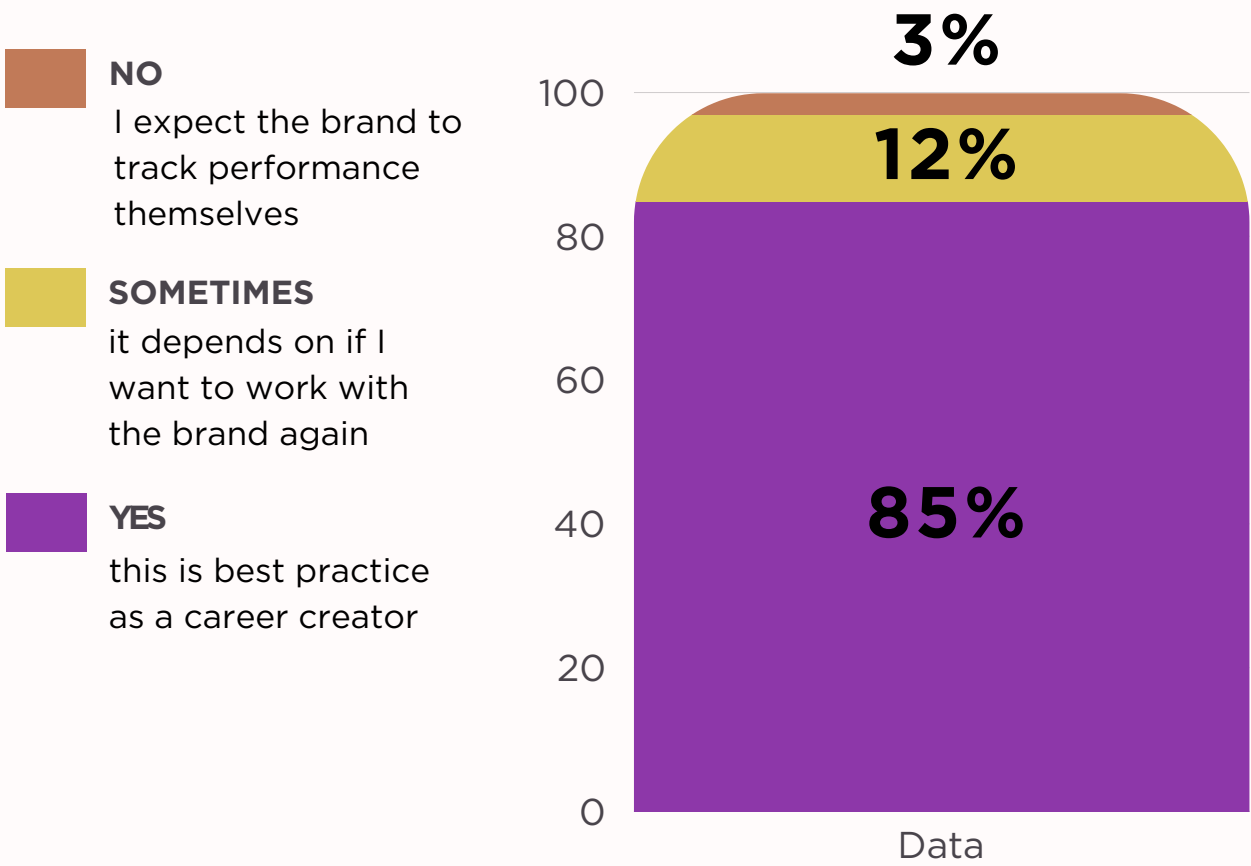
EQUITY MATTERS

Most brand deals are activated on social media platforms, meaning creators depend on the apps for their livelihoods. Yet, **creators have bargaining power as they help platforms generate billions of dollars in sponsored content. Platforms should be vested in building collectively with creators,** as they are vital to the platforms’ digital culture.

STAYING ON TRACK

SURVEY TREND #5

DO YOU TRACK CAMPAIGN PERFORMANCE, E.G., ENGAGEMENT, STORY CLICKS, VIDEO VIEWS, ETC., AND SEND A PERFORMANCE SUMMARY OF YOUR CAMPAIGN RESULTS TO A BRAND?



Respondents could select 1 relevant option.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

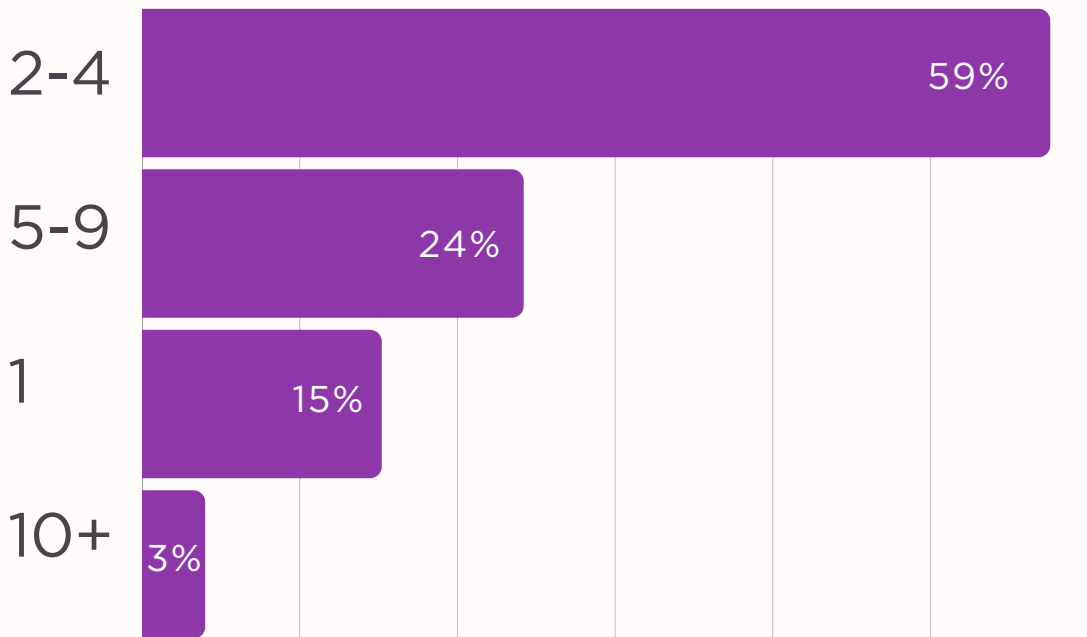
HYPER INTELLIGENT DATA COLLECTION

AI will soon change the way brands track and monitor digital marketing performance.

MORE IS MORE

SURVEY TREND #6

HOW MANY MONTHLY BRAND DEALS DO YOU NEED TO HAVE A SUSTAINABLE INCOME?



Respondents could select 1 relevant option.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Totals have been rounded up to the nearest value and therefore do not total 100%.
Data Analyzed by HypeAuditor.

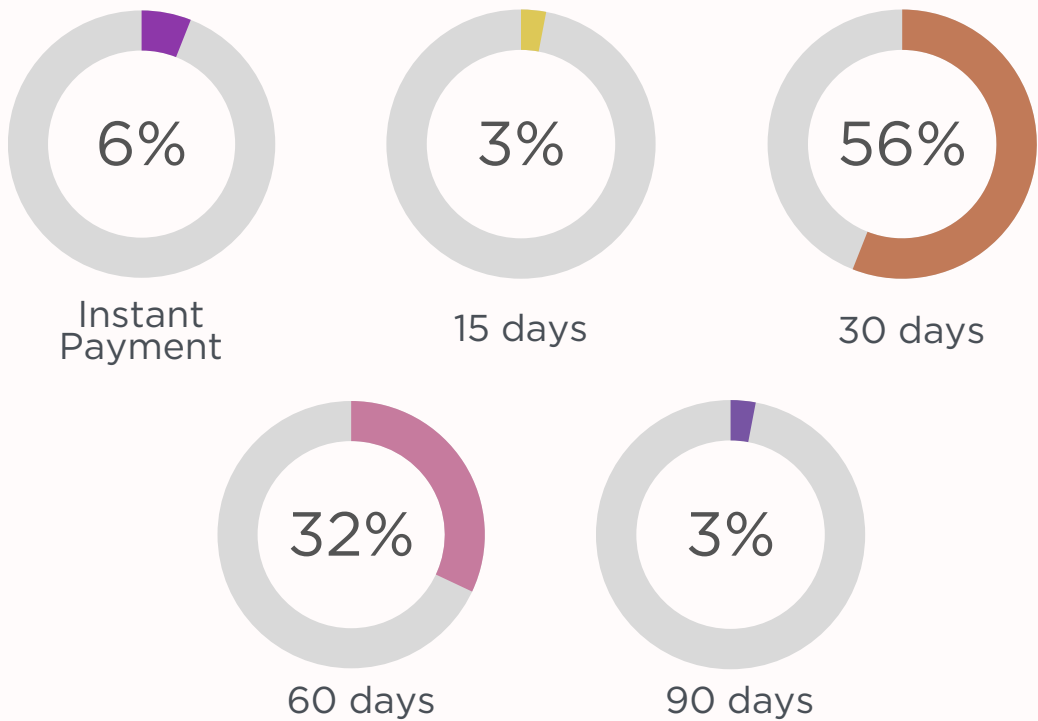
BRAND PRO TIP

Sustainable economic growth is a priority for all full-time creators and those building to transition. **Brands should have guidelines that outline creative talent equity and ensure partnerships meet livable wage standards. To be a creator-first brand means recognizing the financial value of creator content.** Pricing models must factor in that many creators are first-time small business entities and need more support to achieve economic success.

THE INVOICE IS DUE

SURVEY TREND #7

WHAT IS THE MOST POPULAR/STANDARD PAYMENT TERM YOU RECEIVE FROM A BRAND?



Respondents could select 1 relevant option.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

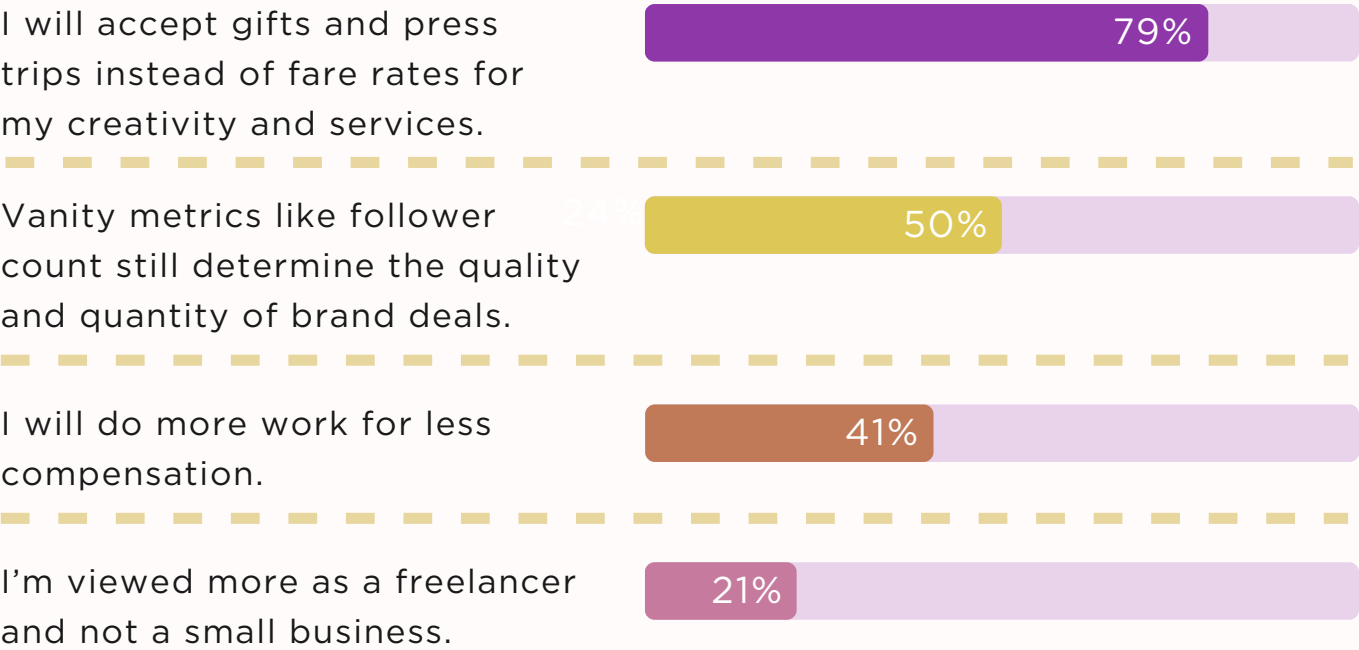
CREATOR-FIRST BRANDS NEED CREATIVE PAYMENT TERMS

What are reasonable payment expectations for creators? And should this category of contractor be treated like all other vendors? These are questions in-house marketing teams must have with their financial departments and budget committees. To support long-term growth, the business community must recognize that **creators need creative financial terms**, like net 15 for invoices under \$20k.

MISUNDERSTOOD

SURVEY TREND #8

WHAT'S THE BIGGEST MISCONCEPTION BY BRAND PARTNERS WHEN WORKING WITH A CREATOR IN THE MIDDLE CLASS? CHECK ALL THAT APPLY.



Respondents could select up to 4 relevant options.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

BRAND PRO TIP

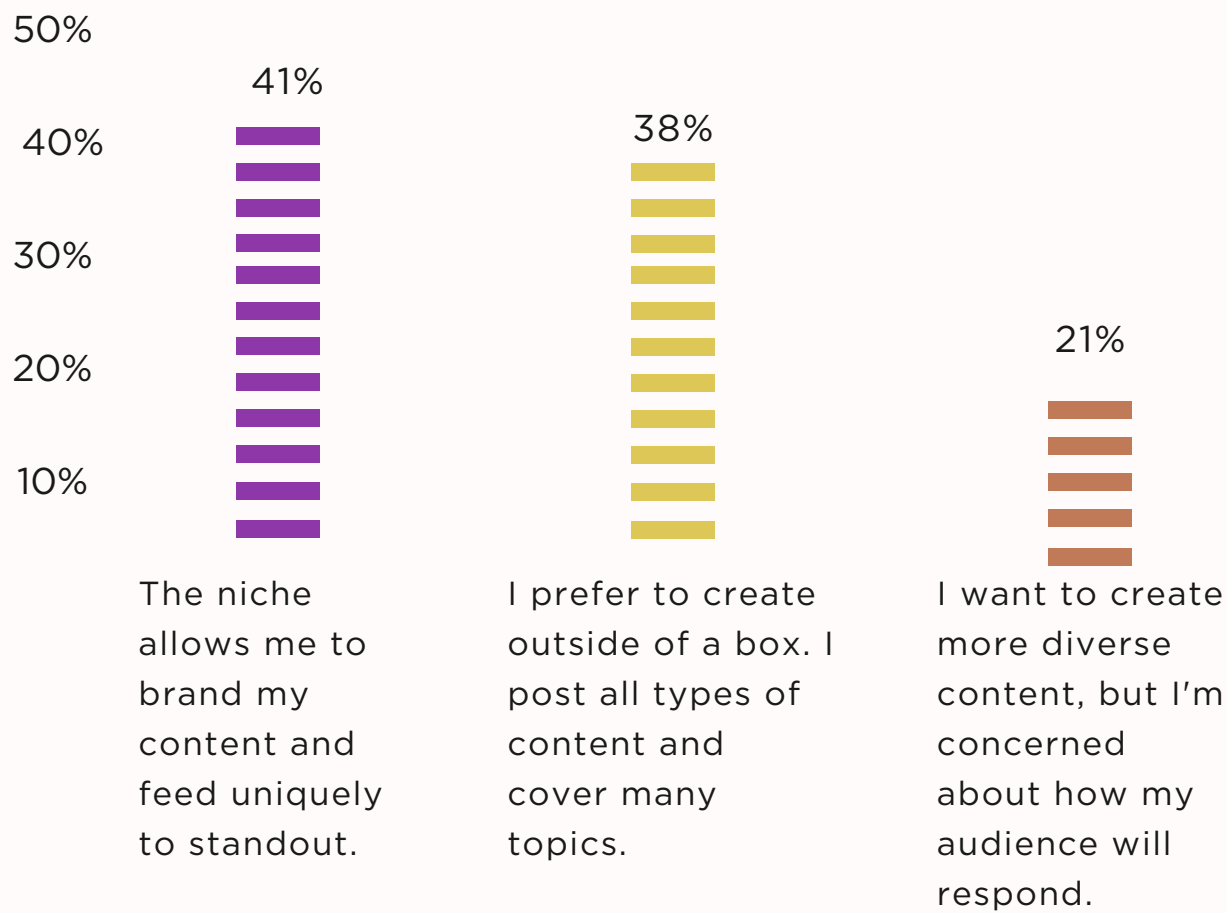
How do brands attract quality, high-performance influencers? They must invest in the talent producing co-brand content. **We end influencer exploitation by fairly compensating for services and content created.**



MULTI-DIMENSIONAL CREATOR

SURVEY TREND #9

SHARE YOUR THOUGHTS ON NICHE-IFYING YOUR CONTENT AND FEED?



Respondents could select 1 relevant option.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

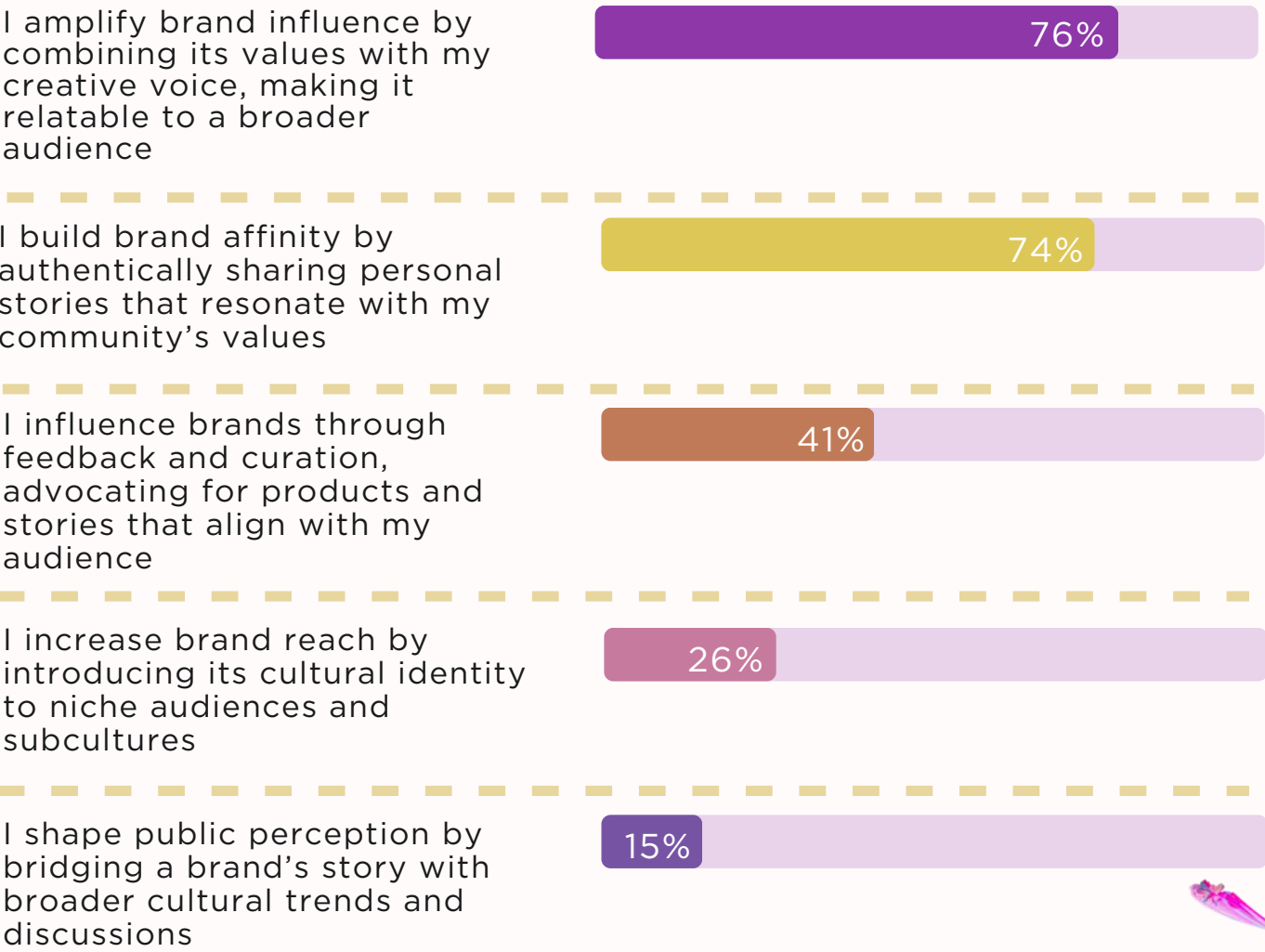
TO NICHE OR NOT TO NICHE

Over 341M people live in America, according to February 2025 projections from the US Census Bureau. Statista forecasted in December 2024 that **by 2029, more than 330M Americans will be on social media. The phrase ‘everyone is a creator’ is becoming increasingly valid**; however, the quality of the content, consistency, point of view, personality, and subject matter expertise set feeds apart. Establishing a niche is not meant to stifle creativity; instead, it can be a means to stand out and cut through the millions of user-generated content posted every day.

RESILIENCE MINDSET

SURVEY TREND #10

IN WHAT WAYS DO YOU SEE YOUR ROLE AS A CREATOR
INFLUENCING BRAND CULTURE AND CONNECTING WITH
AUDIENCES? CHECK ALL THAT APPLY.



Respondents could select up to 5 relevant options.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

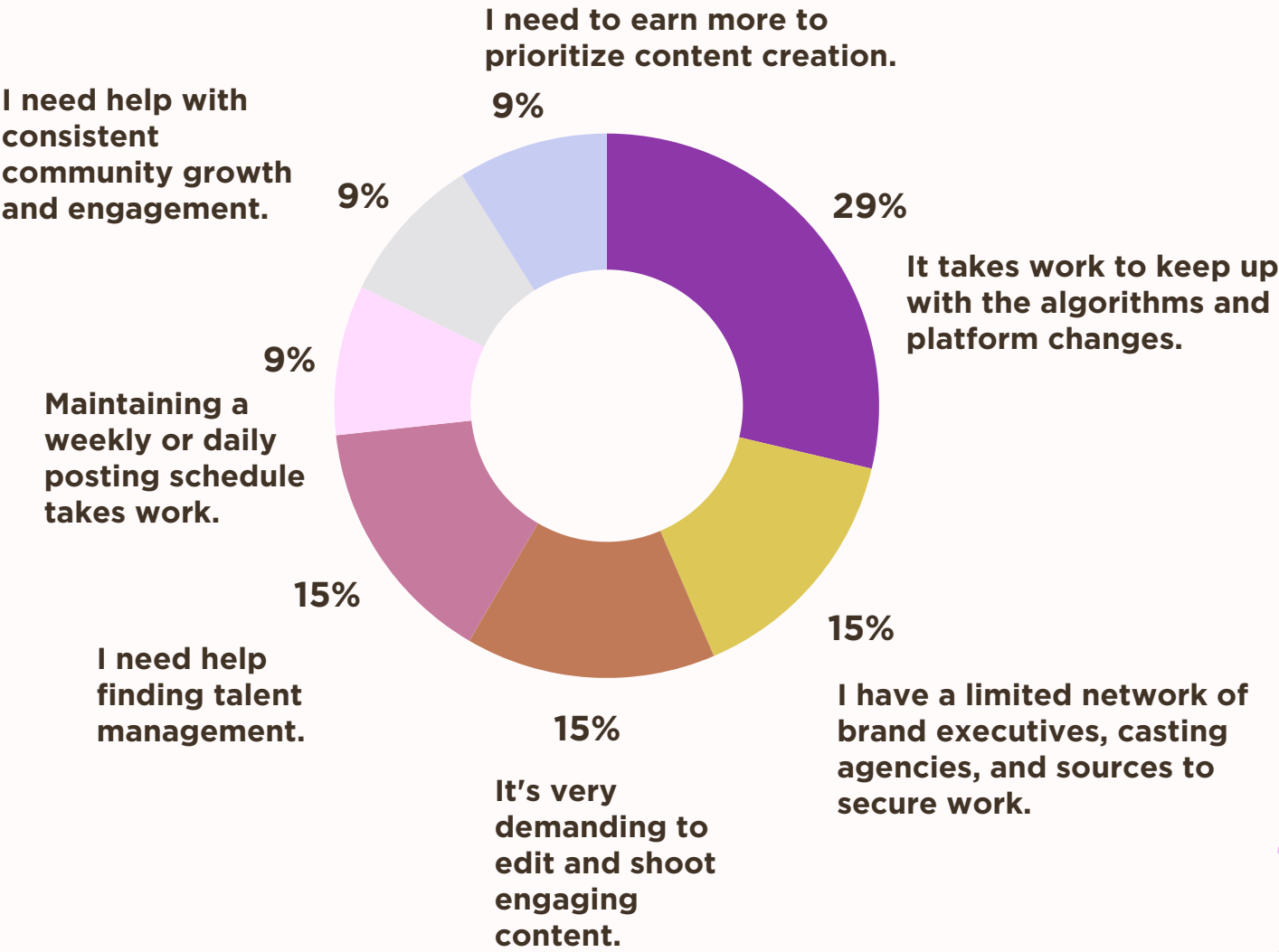
BRAND PRO TIP

Building mutual trust is the foundation for a lasting and successful brand-creator relationship. **Have confidence that creators know their audience and have collected valuable insights to inform what works on their feed or Stories.** Maximizing the performance of any creative asset requires partnership, A/B testing creative, and taking trial/error risks.

THE GAPS

SURVEY TREND #11

AS YOU THINK OF CAREER GROWTH, WHAT IS THE NUMBER ONE CHALLENGE YOU FACE?



Respondents could select 1 relevant option.
Survey details: We asked our 34 honorees to respond to a Typeform survey from December 1, 2024, to January 10, 2025.
Data Analyzed by HypeAuditor.

CREATOR PRO TIP

Knowledge is power. **Sign up for creator economy newsletters to keep up with your trade.** Check out the [Business Insider Newsletter by Amanda Perelli](#), [The Information’s Creator Economy Newsletter by Kaya Yurieff](#), [Social Media Today Newsletter](#), [Marketing Brew Newsletter](#), [Tubefilter Newsletter](#), [Net Influencer](#), and, of course, the [AIC Newsletter](#).

ABOUT US

ABOUT AMERICAN INFLUENCER COUNCIL

The American Influencer Council (AIC) is a membership trade association devoted exclusively to advocating for the educational and professional advancement of US-based social media career creators. As a trade association, the AIC educates, inspires, and equips America's current and future career creators for entrepreneurial success. Through mentorship, small business development, trade resources, knowledge-sharing experiences, and creator-first research, the AIC strives to support career creators at every stage of the small business cycle. AIC Members influence and impact the policies and opinions driving America's multi-billion-dollar influencer marketing industry. The Council won for 'Best Industry Initiative' at the 2021 Influencer Marketing Awards (IMA).

americaninfluencercouncil.com

LinkedIn: linkedin.com/company/aic_nyc

Instagram: instagram.com/americaninfluencercouncil

ABOUT HYPEAUDITOR

Founded in 2018, HypeAuditor is a leader in AI-powered analytics for transparent and fraud-free influencer marketing. Its platform includes Instagram, TikTok, and YouTube analytics, as well as a suite of discovery tools and reporting features that integrate an advanced AI-based fraud detection system that safeguards authenticity in influencer marketing. HypeAuditor applies artificial intelligence and machine learning to determine behavioral patterns, identify fake followers, and ascertain engagement on influencer accounts and sponsored posts.

hypeauditor.com

LinkedIn: linkedin.com/company/hypeauditor

SOURCES

Bloomberg

[Biden: Build From Bottom Up, Middle Out, Not Top Down](#),
March 2, 2022.

Creative Class Group (CCG) commissioned by Meta and conducted by Factworks
[The Creator Revolution Global Survey](#),
2023/2024.

CreatorIQ
[The State of Creator Marketing Report: Trends and Trajectory 2024-2025](#),
October 24, 2024.

Democracy Journal
[Keep Empowering Workers!](#),
by Heidi Shierholz,
issue no. 72 of,
spring 2024.

EMARKETER
[Agencies Are Trying to Keep Pace with Influencer Marketing’s Evolution](#),
by Minda Smiley,
January 2, 2025.

EMARKETER
[Micro-influencers Present Macro Opportunities](#),
by Jasmine Enberg,
November 29, 2021.

Goldman, Sachs & Co. Global Investment Research
[Creator Economy Primer: Assessing the Emerging Creator Economy & Short-Form Video Landscape](#),
April 5, 2023.

Harvard Business School
[Building From the Bottom Up](#), by
Joseph B. Fuller and
Manjari Raman,
January 2022.

Harvard Business Review
[How Your Business Should Tap into the Creator Economy](#),
by Rebecca Karp,
Carolyn Fu, and
Simon Friis,
May 22, 2024.

Harvard Business Review
[The Creator Economy Needs a Middle Class](#),
by Li Jin,
December 17, 2020.

Statista
[Social media users in the United States 2020-2029](#),
by Stacy Jo Dixon,
December 12, 2024.

US Census Bureau’s Population Estimates Program (PEP)
[Population and Housing Unit Estimates](#),
February 10, 2025.

US Chamber of Commerce
[Small Business Bill of Rights](#),
November 15, 2022.