



## INTRODUCTION

Briana is a 30-year-old Atlanta native with a passion for bringing people together and jet-setting across the globe. Briana's primary platform is Instagram, where she shares mesmerizing travel experiences, daily life, & beauty routines that resonate with a dedicated and engaged audience. Beyond Instagram, she effortlessly extends her influence across TikTok, Facebook, LinkedIn, and Twitter, showcasing her versatility in connecting with diverse communities. Additionally, her curated email list provides a direct line to an eager and loyal following.

In this media kit, you'll gain valuable insights into what partnering with Briana Holmes can bring to your brand or project. Join the journey of exploration and inspiration, and discover the extraordinary synergy that happens when you collaborate with an influencer who excels in blending travel, lifestyle, beauty, and skincare.

This is Briana Holmes, an influencer who brings style, authenticity, and unparalleled expertise to every partnership.



@MSBRIANAHOLMES



# PLATFORMS

AUDIENCE FOCUS / NICHE

INSTAGRAM

OTHER

TRAVEL

BEAUTY

LIFESTYLE

FOLLOWING  
7,900

7.9K

TIKTOK  
1,700 Followers

6K

REACH  
6K / WEEKLY

FACEBOOK  
3,200 Followers

IMPRESSIONS  
10,000 / WEEK

10K

TWITTER (X)  
2,600 Followers

9%

STORY ENGAGEMENT  
9%

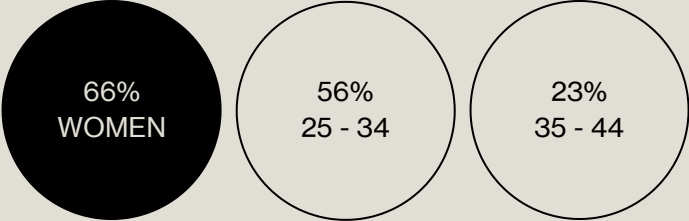
LINKEDIN  
2,200 Followers

POST ENGAGEMENT  
3.6%

3.6%

EMAIL  
11,800 Subscribers

# DEMO- GRAPH ICS



66% WOMEN	56% 25 - 34	23% 35 - 44
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ATLANTA 50%

NEW YORK CITY 30%

HOUSTON 15%

LOS ANGELES 5%





**DELIVERABLES**

SPONSORED BLOG POSTS + FEATURES

INSTAGRAM POSTS, REELS, STORIES, VIDEOS / IGTV

TKTOK POSTS, STORIES, LIVES

EVENTS + TRAVEL

EMAIL SPONSORSHIPS

TWITTER POSTS + MENTIONS

LINKEDIN POSTS + MENTIONS





BRANDS I'VE WORKED WITH

dermalogica

YVES SAINT LAURENT  
BEAUTE

KIMPTON  
HOTELS & RESTAURANTS

Maison Margiela  
PARIS

RENT THE RUNWAY

NIOXIN

PAULA'S CHOICE  
SKINCARE

SOLAWAVE

WINEBOW  
FINE WINE + SPIRITS

smashbox

THE ADVENTURE  
CHALLENGE

NOSHINKU

# CONTENT

# CONTENT

CLICK THE IMAGES BELOW TO VIEW SOME OF MY PREVIOUS WORK



REEL: THE ADVENTURE CHALLENGE PAID POST



REEL: GOOD MOLECULES PR GIFT UNBOXING



CAROUSEL: RENT THE RUNWAY PAID POST



REEL: DERMALOGICA X CLEAR START PAID POST



## CONTACT

### PR CONTACT

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### WEBSITE

[www.brianaholmes.com](http://www.brianaholmes.com)

### INSTAGRAM

[www.instagram.com/msbrianaholmes](http://www.instagram.com/msbrianaholmes)

### FACEBOOK

[www.facebook.com/msbrianaholmes](http://www.facebook.com/msbrianaholmes)

### TIKTOK

[www.tiktok.com/@msbrianaholmes](http://www.tiktok.com/@msbrianaholmes)

### TWITTER

[www.twitter.com/msbrianaholmes](http://www.twitter.com/msbrianaholmes)

### LINKEDIN

[www.linkedin.com/in/brianaholmes](http://www.linkedin.com/in/brianaholmes)