

Lately

TALENT ROSTER

2026



ABIGAIL BAURNFEIND
@absalz



AILEEN BAYLISS
@bayliss.storybook



ALLISON JACOBS
@allison.jacobsss



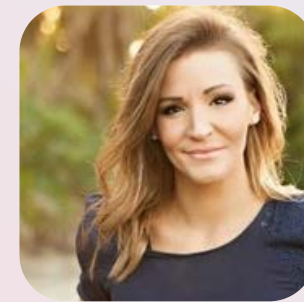
ASHLEE JENSEN
@ashlee.ann



BRITTANY WALLACE
@thebrittkit



CALLA MCKINLEY
@calla.mckinley



COREY DECKER
@sawdust2stitches



CRYSTEL MONTENEGRO
@crystelmontenegrohome



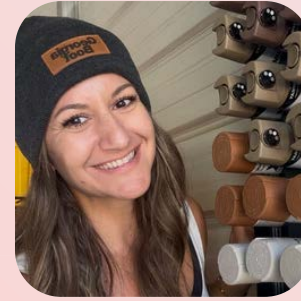
EMILY WONDREE
@emilywondree



FARRAH OROW
@farrahfeeds



IMANI KEAL
@imaniathome



JANELLE PAYNE
@nailgun_nelly



JEN VATTTHONGXAY
@piecesofemerald



JORDAN MILLER
@jordanmillerhome



JULIA GALVIN
@uniquelyjulz



KALYNN ALBERTSON
@happilyeveralbertson



KATI NAIRN
@beyond_gray



KELLY SENYEI
@justataste



KELSEY NIXON
@kelseynixon



KIM BUI
@xomyhome



KRISTEN SELLENTIN
@kristensellentin



LAUREN BEAVERS
@handmakeshome



LAUREN SHAVER
@blesserhouse



LISA CHUN
@ourhome.becoming



LISA FENNESSEY
@thenew.knew



MACKENZIE BIEHL
@mackenziebiehl



MAGGIE MCGAUGH
@maggiemcgaugh



MELISSA THOMPSON
@melissathompsonhome



MOLLY MILLER
@therenegadehome



NICOLE HAMIL
@livingononepercent



RYAN ARMENDARIZ
@itseverydayryan



SERENA WOLF
@serenagwolf



SHELBY BEATTY
@shelbstales



SHELBY EANES
@eanesinteriors



STEPHANIE PETRICH
@spetrichhome

Board OF EXPERTS



DR. KRUPA PLAYFORTH, MD / FAAP
@thepediatricianmom
Pediatrician



DR. SHILPA DASS, MD
@pedsbraindoc
Neurodevelopmental
Pediatrician



DR. ELANA ROUMELL, ND
@dreanaroumell
Naturopathic Pediatric Doctor

Abigail Bauernfiend
MINNEAPOLIS, MN



IG Followers: 264k

TikTok Followers: 247k

Content Category: home decor + lifestyle + fashion + motherhood

About Abigail: Abigail is a social media influencer with a passion for interior design, fashion, & lifestyle finds. She creates content to help women shop with ease and loves to provide her audience value through inspiration. From clothes that flatter their assets and boost their confidence, to the perfect piece of home decor to complete a room, to everything in between!

Recent Stats + Analytics

Audience: 94% F | 6% M

Recent Brand Partnerships: Honest, Princess Polly, Neiwai, Marshalls, Armra, Pampers, Abercrombie & Fitch, Walmart, Factor

Lately

Aileen Bayliss
BRISTOW, VA



IG Followers: 129k

Content Category: home + DIY + lifestyle + motherhood + fitness

About Aileen: Aileen Bayliss is a lifestyle, motherhood, home blogger and a professional photographer based in Virginia. A passionate content creator and DIY enthusiast, Aileen shares her love for family, home decor, creative projects and everyday life through her engaging storytelling and visual artistry. As a dedicated wife and mom to her two sweet children, Brooklynn and Knox, Aileen captures relatable, heartfelt moments that foster connection and inspire her audience to celebrate the joys of family and creativity.

Recent Stats + Analytics

Audience: 96% F | 4% M

Recent Brand Partnerships: Target, Walmart, Pantene, Sam’s Club, Pottery Barn Teen, Boiron, Mary Ruth’s Organics, Cracker Barrel

Allison Jacobs
LUTZ, FL



IG Followers: 442k

TikTok Followers: 926.7k

Facebook Followers: 354k

YouTube Followers: 331k

Content Category: lifestyle + fashion + motherhood

About Allison: Breaking stereotypes and building confidence is Allison's true passion. Sharing her journey to self-love through dance is her calling. Empowering people to feel good about themselves, regardless of their age or looks, provides her with so much joy.

Recent Stats + Analytics

Audience: 58% F | 42% M

Recent Brand Partnerships: Dove, Raw Sugar, Stitchfix, Pantene, Third Love

Lately

Ashlee Jensen
SAN DIEGO, CA



IG Followers: 102k

Content Category: lifestyle + motherhood + beauty + home

About Ashlee: Based out of San Diego, Ashlee is a wife and mother to two young daughters. She began her career in modeling, and given her experience working with brands, lifestyle content creation was a natural progression for her. While she is a fashion fanatic and trusted source for all things beauty, her content is deeply rooted in connection. Ashlee doesn't shy away from real talk! Mental health is something she's passionate about and her authenticity has generated a loyal community who may have initially followed her for the makeup tips, but stayed for the heartfelt day-to-day moments with her sweet family. Ashlee enjoys developing relationships with brands/products that she genuinely loves and uses!

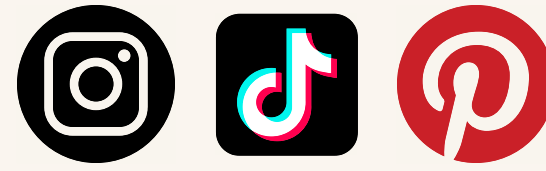
Recent Stats + Analytics

Audience: 93% F | 7% M

Recent Brand Partnerships: Allbirds, Tommy John, HelloFresh, Little Spoon, Cariloha, Vego Garden

Lately

Brittany Wallace
HOUSTON, TX



IG Followers: 146k

Content Category: lifestyle + fashion + motherhood + home

About Brittany: Brittany creates relatable content highlighting her life as a stay at home mom of 4 boys under 6 – with one more on the way! She shares her favorite lifestyle products and ‘attainable’ fashion finds, daily routines, motherhood moments and all of the in between from her busy, bubbling home in Texas. She's passionate about carving out a space where she can connect with moms who are also in the beauty and grind of day-to-day motherhood

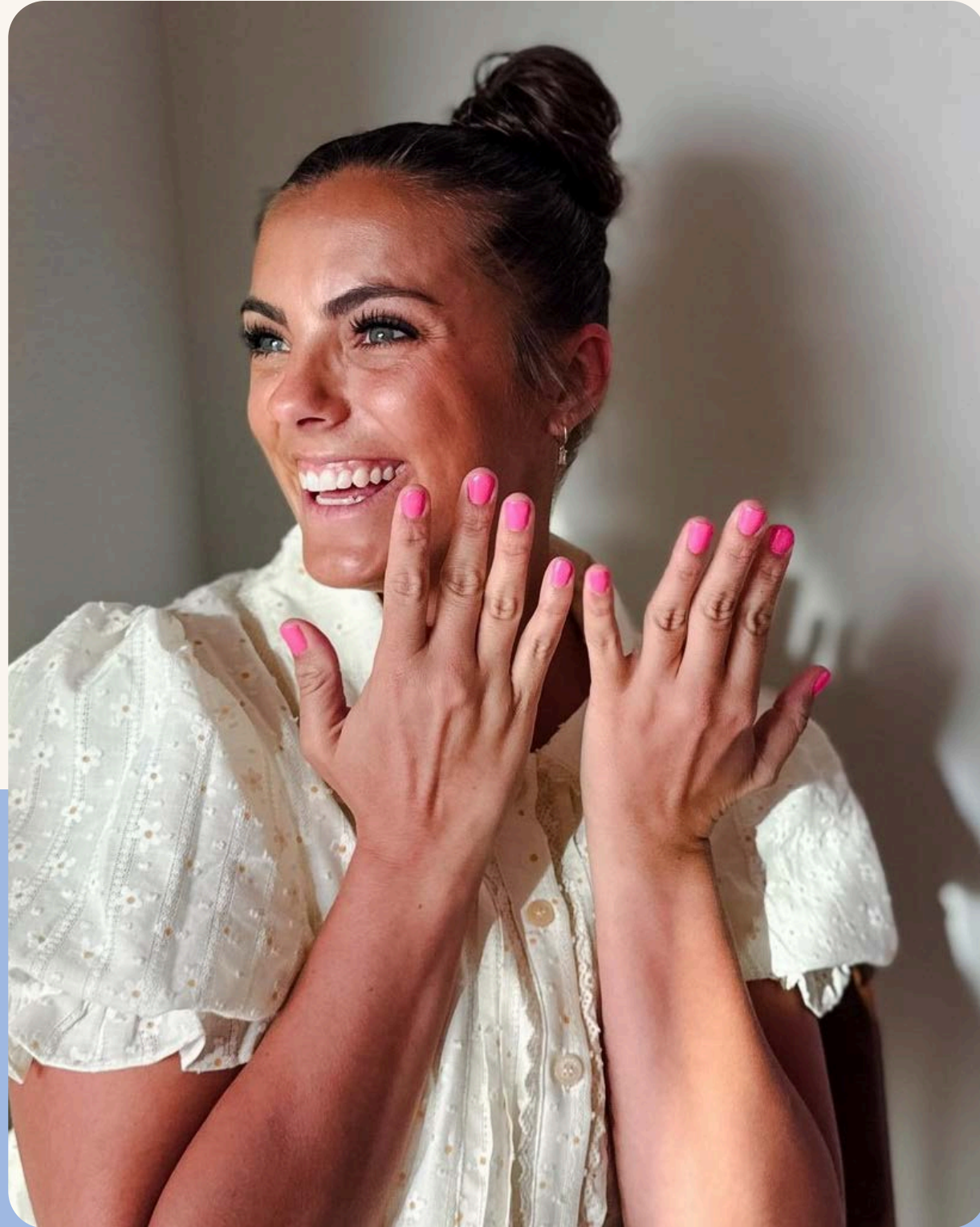
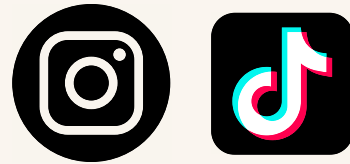
Recent Stats + Analytics

Audience: 97% F | 3% M

Recent Brand Partnerships: VTech, Walmart, Water Wipes, Hiya, HonestCo., Target, Pampers, Popsicle, Melissa & Doug, Zarbees

Lately

Calla McKinley
SAINT JOHNS, FL



IG Followers: 128k

TikTok Followers: 317.7k

Content Category: lifestyle + motherhood + hair

About Calla: Calla McKinley is a mom of four sharing the beauty and chaos of everyday life. Through relatable content, mom hacks, easy routines, and candid moments, she creates a supportive space for parents. Calla inspires confidence, connection, and balance while navigating motherhood with honesty and heart.

Recent Stats + Analytics

Audience: 97% F | 3% M

Recent Brand Partnerships: Green Chef, Walmart, Ecovacs, Bloom, Sam's Club

Lately

Corey Decker

PLANT CITY, FL



IG Followers: 306k

TikTok Followers: 34.8k

Content Category: DIY + lifestyle + home decor

About Corey: Corey is the brains and brawn behind "Sawdust 2 Stitches." She openly admits that she has a problem... she simply can't leave 'well enough' alone! She's found that the best therapy usually involves tearing down walls and a variety of power tools! When not covered in sawdust or hunched over a sewing machine, she is the ultimate boy-mom sharing the perfect balance of aesthetic and practicality in her Florida-based home.

Recent Stats + Analytics

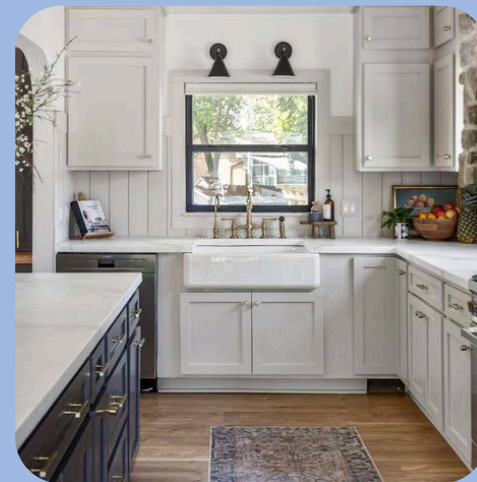
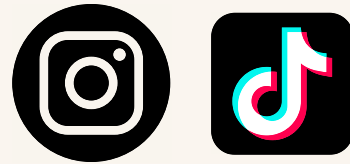
Audience: 83% F | 17% M

Recent Brand Partnerships: The Home Depot, DAP, Kreg, Aquasana, Athletic Greens, Lumineux

Lately

Crystel Montenegro

LEBANON, IL



IG Followers: 340k

TikTok Followers: 92.6k

Content Category: DIY + home + lifestyle + motherhood

About Crystel: Crystel is a DIY-er, designer and blogger passionate about inspiring women to “do it themselves.” She shares tutorials, family stories, recipes, and product recommendations, building trust through honest storytelling, from her daughter’s cancer journey to cross-country moves and home transformations. Her content empowers women to create spaces they love with confidence and heart.

Recent Stats + Analytics

Audience: 91% F | 9% M

Recent Brand Partnerships: Walmart, Aflac, The Home Depot, Wayfair, Home Chef, Yardzen

Lately

Elana Roumell, ND

BOISE, ID



IG Followers: 274k

Content Category: health + wellness + motherhood

About Elana: Dr. Elana Roumell is a pediatric naturopathic doctor and creator of Med School for Moms, an online community where she teaches moms how to safely be a "Doctor Mom!" Her programs help moms feel calm, competent, and confident when their child gets sick and ultimately help parents feel empowered with their family's healthcare decisions. Dr. Elana is also a co-host of the popular "Doctor Mom" Podcast, with over one million downloads.

Recent Stats + Analytics

Audience: 96% F | 4% M

Recent Brand Partnerships: Boiron, Stokke, Hylands, Skout Organics, Bio-First, Active Skin Repair, Aquasana, Newton Baby, Layer Origin

Lately

board of experts

Emily Wondree

FREDERICKSBURG, VA



IG Followers: 198k

TikTok Followers: 43.7k

Content Category: lifestyle + home + motherhood + food

About Emily: Based in Virginia, Emily is a proud mom of four who embraces the beauty and chaos of motherhood. As a passionate content creator, she works with brands to create inspiring and relatable content for busy moms. From home styling tips and kid-friendly activities to easy crafts and everyday moments, Emily shares it all with her unique creativity.

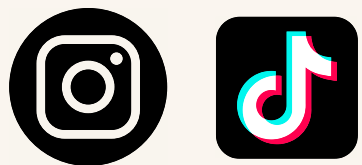
Recent Stats + Analytics

Audience: 95% F | 5% M

Recent Brand Partnerships: Litter-Robot, Zarbee's, Target, Dove, Kohl's, Ninja Crispi

Lately

Farrah Orow
KEEGO HARBOR, MI



IG Followers: 84.4k
TikTok Followers: 2.6k

Content Category: Cooking + Food + Family + Lifestyle

About Farrah: Farrah Feeds is a Michigan-based lifestyle creator and mom of four boys, known for sharing easy recipes, real-life moments, fashion finds, and minimal home inspiration. Her content blends authenticity with high-performing formats that resonate deeply with moms and families. With millions of monthly views and a strong track record of driving sales through reels, stories, and strategic linking, Farrah has become a trusted voice in her space. She partners with brands to create relatable content that feels natural and impactful.

Recent Stats + Analytics

Audience: 75% F | 25% M

Recent Brand Partnerships: Hungry Root, Milton’s, Drench, Holy Hive

Imani Keal
DC



IG Followers: 153k
TikTok Followers: 107.2k
YouTube Followers: 28k

Content Category: DIY + lifestyle + home decor

About Imani: Imani is a home & lifestyle content creator based in Washington, D.C. She shares DIYs and renter-friendly design tips to inspire millennial women to invest in their happiness by investing in their rentals. She's recently been featured in The New York Times, Apartment Therapy, Domino Magazine and The Washington Post.

Recent Stats + Analytics

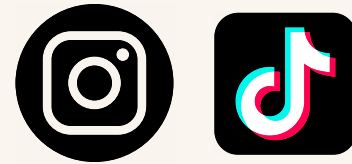
Audience: 95% F | 5% M

Recent Brand Partnerships: Valspar, Walmart, Ikea, OXO, Zillow Task Rabbit, Drizly, The Container Store, Gusto, Who Gives A Crap

Featured in: Forbes, The Washington Post, NPR, HGTV, Apartment Therapy

Lately

Janelle Payne
NIPOMO, CA



IG Followers: 686k

TikTok Followers: 377.3k

Content Category: DIY + Design + Camper/RV + Lifestyle

About Janelle: Janelle Payne is a hands-on DIY creator best known as Nailgun Nelly, specializing in home improvement and RV renovation content rooted in real, practical projects. With a focus on clear, easy-to-follow tutorials that are still fun and approachable, she has built a community that loves tools, renovations, and getting things done. Janelle is passionate about making big projects feel totally doable for everyone.

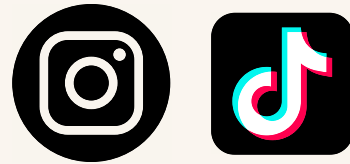
Recent Stats + Analytics

Audience: 82% F | 18% M

Recent Brand Partnerships: ZCounterform, Sinkology, Cricut, HART Tools, Lowe's, Wagner, Rust-Oleum

Lately

Jordan Miller
ALPHARETTA, GA



IG Followers: 342k

TikTok Followers: 51k

Content Category: DIY + lifestyle + motherhood

About Jordan: Meet Jordan! She's a wife and momma of 3. As a lifestyle + DIY & design creator, she brings beauty and creativity into the everyday chaos. From big renovations to small transformations – furniture flips, trim work and wallpaper moments – she loves making high-end style feel doable, affordable and fun. Come hang out for projects, family-life chaos and beautiful transformations... one room at a time!

Recent Stats + Analytics

Audience: 88% F | 12% M

Recent Brand Partnerships: The Home Depot, Article, Kroger, JS Health, BDC, Dagne Dover, Thrive Market

Lately

Julia Galvin
ROCKLIN, CA



IG Followers: 72.2k

Content Category: motherhood + beauty + wellness + fashion

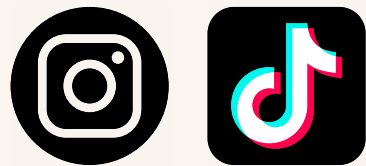
About Julia: Julia Galvin the creator behind Uniquely Julz! She is a Sacramento-based content creator, fashion enthusiast, wife, and proud mama to a sweet baby girl. She shares everything from style inspiration and wellness tips to everyday mom life — the messy, the magical, and everything in between. Whether it’s a quick mom hack or a chic outfit idea, she’s all about helping women feel confident while keeping it real.

Recent Stats + Analytics

Audience: 92% F | 8% M

Recent Brand Partnerships: Boarderie, L.L Bean, Macy’s, Chico’s, Grove Collaborative

Kalynn Albertson
WEST LAFAYETTE, OH



IG Followers: 137k
TikTok Followers: 234k

Content Category: DIY + lifestyle + motherhood

About Kalynn: Kalynn is a Midwest mom of four spirited girls who bring plenty of joy, and just the right amount of chaos, to everyday life. She shares her love for creativity through budget-friendly home DIYs, relatable family moments, and thoughtful inspiration. Whether she's refreshing a room or crafting memories with her daughters, Kalynn's content radiates warmth, authenticity, and a deep appreciation for the beauty of home and family.

Recent Stats + Analytics

Audience: 93% F | 7% M

Recent Brand Partnerships: Staples, Kohl's, Sam's Club, Softsoap, Bissell, Groupon

Lately

Kati Nairn
BEAVER, PA



IG Followers: 1.1M

Content Category: Lifestyle + home decor + cleaning

About Kati: Kati Nairn is a home decor and cleaning enthusiast dedicated to helping others create beautiful, functional spaces. Through her page, she shares easy-to-follow tips, creative decor ideas, and practical cleaning and organization hacks to make homemaking both stylish and stress-free. Follow along as she blends creativity and practicality to elevate the art of home living.

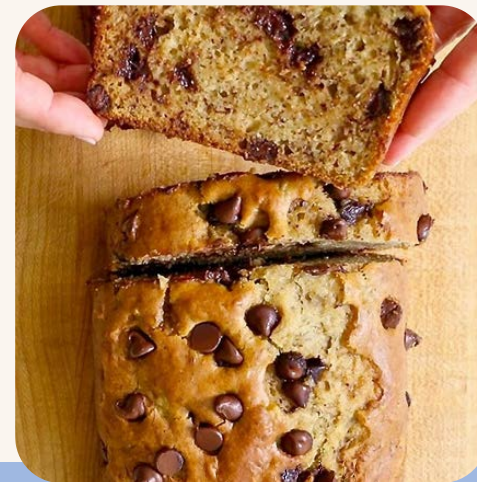
Recent Stats + Analytics

Audience: 97% F | 3% M

Recent Brand Partnerships: Hobby Lobby, Wayfair, QVC, Boll & Branch, Amazon, Beckham Hotel, Hate Stains

Lately

Kelly Senyei
SAN CLEMENTE, CA



IG Followers: 518k

Content Category: Food, lifestyle + home + motherhood

About Kelsey: Kelly Senyei is the founder of Just a Taste, a food site with millions of monthly visitors. She is a professionally trained chef, a TV and podcast host, and author of The Secret Ingredient Cookbook. Kelly appears regularly as a host on the Food Network Kitchen app as well as on national TV, including The Rachael Ray Show, E! and Hallmark Channel. She lives in San Diego, California with her husband and four young children.

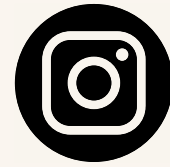
Recent Stats + Analytics

Audience: 94% F | 6% M

Recent Brand Partnerships: Land O Lakes

Lately

Kelsey Nixon
SAN CLEMENTE, CA



IG Followers: 209k

Content Category: Lifestyle + food + home + motherhood

About Kelsey: Kelsey Nixon is an Emmy-nominated Outstanding Culinary Host, best-selling cookbook author, podcaster, and founder of Recipe Club and The Recipe Binder. Kelsey inspires overwhelmed parents to get weeknight dinner on the table by sharing her best tips, tools, and techniques for building their best home and cooking life. She previously hosted Kelsey's Essentials and Kelsey's Homemade on the Cooking Channel and Food Network and is a regular guest on national programs like the Today Show, Rachael Ray, and Access Hollywood.

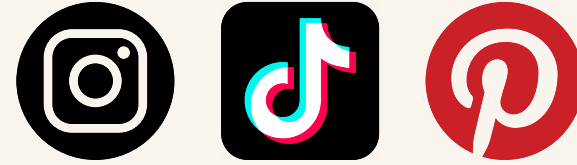
Recent Stats + Analytics

Audience: 94% F | 6% M

Recent Brand Partnerships: Reynolds, Oroweat, Pillsbury, Kroger, Dawn, Cascade, HILMA

Lately

Kim Bui
TAMPA, FL



IG Followers: 302k

TikTok Followers: 148.2k

Content Category: DIY + lifestyle + home decor + motherhood

About Kim: Kim Bui is a homebody that loves to travel, is a social introvert and loves to reorganize & redecorate her home while learning how to build new things. She likes to share her DIY journey while navigating the ups and downs of motherhood. Kim has become a trusted voice for all things home and she loves the challenge of curating a beautiful space while maximizing its functionality.

Recent Stats + Analytics

Audience: 94% F | 6% M

Recent Brand Partnerships: The Home Depot, Target, PayPal, MacKenzie-Childs, Sherwin Williams, Magnolia Network, Ball Pantry, Ikea, Nugget, Walmart, The Magnolia Network

Lately

Kristen Sellentin
HOUSTON, TX



IG Followers: 454k

TikTok Followers: 115.7k

kristensellentin.com

Content Category: Home + motherhood + DIY + lifestyle

About Kristen: Kristen Sellentin is a dedicated lifestyle creator based in Houston, Texas, specializing in fresh family-oriented content, easy DIY projects, and delicious food and hosting ideas. Balancing motherhood with creativity, Kristen engages her audience by sharing relatable experiences and practical tips that inspire connection and community. Kristen's content reflects a warm and inviting lifestyle with seamless integration of partnered content and products she loves, shared in meaningful ways.

Recent Stats + Analytics

Audience: 97% F | 3% M

Recent Brand Partnerships: Target, Nike, General Mills, Michael's, Netflix, Walmart, SONY, Crayola, Oriental Trading Co., Cricut, InstaCart, TurboTax, Unilever DOVE, M&M'S

Lately

Krupa Playforth, MD, FAAP

MCLEAN, VA



IG Followers: 202k

www.thepediatricianmom.com

Content Category: motherhood + health and wellness

About Krupa: Krupa Playforth, MD is a board-certified pediatrician, author, and founder of The Pediatrician Mom, an online platform with practical and educational content for parents, with free guides on everything from milestones and constipation to ADHD and RSV. She is passionate about empowering parents with nuanced information to help them make the best decisions for their children.

Recent Stats + Analytics

Audience: 96% F | 4% M

Recent Brand Partnerships: Once Upon a Farm, Arm & Hammer, Radio Flyer, Nanit, Aptamil, Triple Paste

Lately

board of experts

Lauren Beavers

KATY, TX



IG Followers: 504k

TikTok Followers: 159.2k

Content Category: DIY + lifestyle + motherhood

About Lauren: Lauren Beavers is a TX-based mom to 4 who loves power tools and all things home DIY, but we aren't sleeping on her lifestyle, beauty and fashion content. Lauren's feed is a dynamic blend of inspiring home transformations and beautiful, raw real-life mom moments. Whether she's installing tile, decorating at the White House or sharing her beauty routine, Lauren's authenticity shines through. Her passion is DIY but her mission is to share a life well lived, a home well loved and to inspire others to do the same.

Recent Stats + Analytics

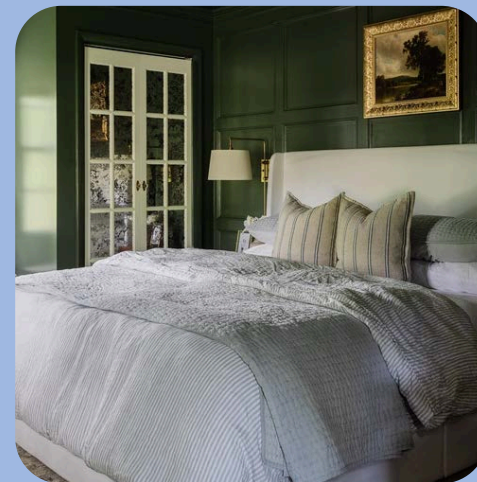
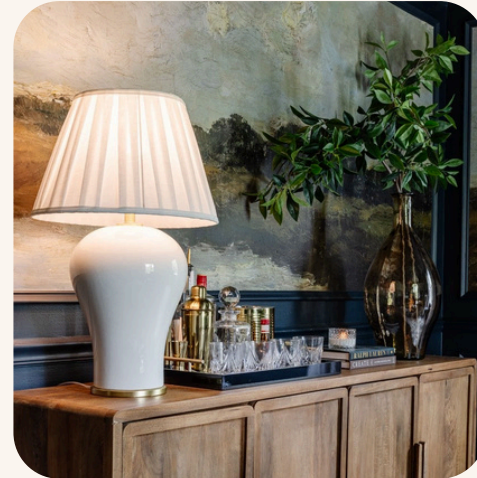
Audience: 84% F | 16% M

Recent Brand Partnerships: The Home Depot, BEHR, Home Chef, Leviton, Hunter, Hanna Anderson, Pinterest, Wayfair, MacKenzie-Childs, Sherwin Williams, Gardyn, Tile Shop, RustOleum

Featured in: REAL SIMPLE

Lately

Lauren Shaver
ROCKHILL, SC



IG Followers: 227k

TikTok Followers: 29.4k

www.blessrhouse.com

Content Category: DIY + lifestyle

About Lauren: Lauren and Robert are an out-of-the box, honest, and creative DIY duo blogging all about adventures in home decorating, homemaking, and renovating. They share a mix of budget-friendly design, organizing, thrift makeovers, and DIY projects of all sizes with their loyal followers since 2013. In the process, they share their family's heart and real-life stories behind their work to show readers they're real people just fighting the good fight as homeowners just like their followers. Their projects and designs have been frequently published in many home publications including Better Homes & Gardens, Good Housekeeping, and HGTV Magazine.

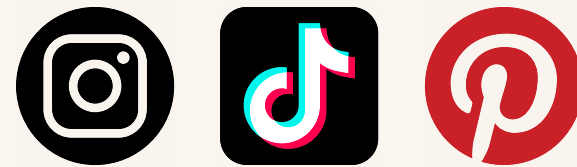
Recent Stats + Analytics

Audience: 94% F | 6% M

Recent Brand Partnerships: Walmart, Levolor, Wayfair, Bassett, Leslie's Pool Supplies, The Home Depot

Lately

Lisa Chun
RIVER VALE, NJ



IG Followers: 1M

Tik Tok Followers: 7.7k

Content Category: DIY + lifestyle + home decor + cooking/baking

About Lisa: Lisa is a New Jersey-based DIY, family and life content creator who believes in empowering women to build the home life they want, at a cost that works for them! She loves bringing her community along with her on her home renovation/organization journey, as well as baking with her kids and sharing easy home, life and family tips.

Recent Stats + Analytics

Audience: 89% F | 11% M

Recent Brand Partnerships: BEHR, Olay, Schlage, The Home Depot, Rust-Oleum, Ruggable, Brooklinen, Citibank, Boll & Branch, Troy Built

Lately

Lisa Fennessy
ATLANTA, GA



IG Followers: 55.5k

www.thenewknew.com, 240k monthly visitors

Content Category: lifestyle + motherhood + fashion

About Lisa: Lisa Fennessy is the founder of The New Knew (formerly This Organic Girl) and sought after clean beauty expert (quoted on CNN, Elite Daily and Editorialist). She is passionate about access to healthy food, water, beauty, consumer goods and more. She wants nontoxic to be the norm and this drives her passion daily. On TOG, you'll find well-researched info about better (clean) beauty, healthy living and going gray gorgeously.

Recent Stats + Analytics

Audience: 93% F | 7% M

Recent Brand Partnerships: True Botanicals, Erin's Faces, Ritual, Ursa Major, Skout Organics

Lately

Mackenzie Biehl

TALLAHASSEE, FL



IG Followers: 362k

Content Category: Home + Food + Lifestyle + Hosting

About Mackenzie: Based in North Florida, Mackenzie is a proud mom of two energetic kids and her beloved Goldendoodle, Brody. Famed for her creativity, Mackenzie is always inspiring her audience with attainable tips to elevate florals, entertaining and hosting, style, and gifting. Mackenzie is a bundle of energy, and she has a real talent of bringing that spirit to life through her content (you have to see it for yourself!) Her lively energy, along with her fun and simple recipes, DIY projects, and easy hacks, adds a special touch to everyday life.

Recent Stats + Analytics

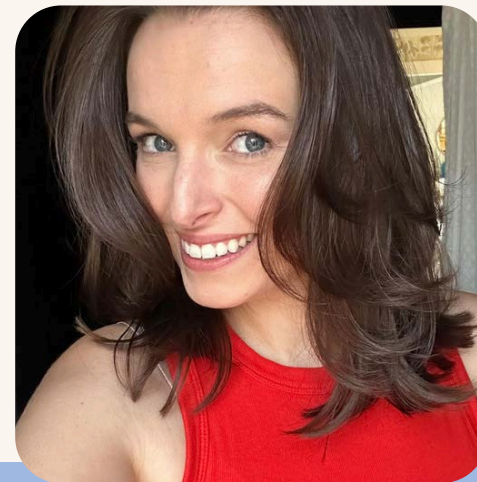
Audience: 95% F | 5% M

Recent Brand Partnerships: Publix, Walmart, Vanity Fair Napkins, Chico's, McDonald's, Winn-Dixie

Lately

Maggie McGaugh

FORTH WORTH, TX



IG Followers: 2M

Content Category: DIY + Lifestyle + Home Decor + Parenting

About Maggie: Maggie McGaugh has amassed over 4 million followers while sharing life hacks, DIY projects, upcycling tips and her day-to-day life. She enjoys making ugly things beautiful, laughing at her own failures, digging in the trash and incorporating brand partnerships in creative ways. With a knack of going viral, she primarily focuses on creating highly engaging short-form video content.

Recent Stats + Analytics

Audience: 83% F | 17% M

Recent Brand Partnerships: Behr, Walmart+, Article, Audible, HART, ARMRA, QuickBooks, Orgain

Lately

Melissa Thompson

ALDIE, VA



IG Followers: 126k

Content Category: motherhood + lifestyle + home

About Melissa: Melissa Thompson is a motherhood, home and lifestyle creator sharing the real, unfiltered moments of raising two little ones alongside her husband and dog. She loves creating relatable, high-quality content that helps make everyday family life feel a little easier and a lot more joyful. Whether she's sharing their daily routines, must-have products, relatable motherhood moments, or adding a little comedic relief, her goal is to make women and moms feel seen while inspiring them to embrace both the beauty and the chaos of everyday life.

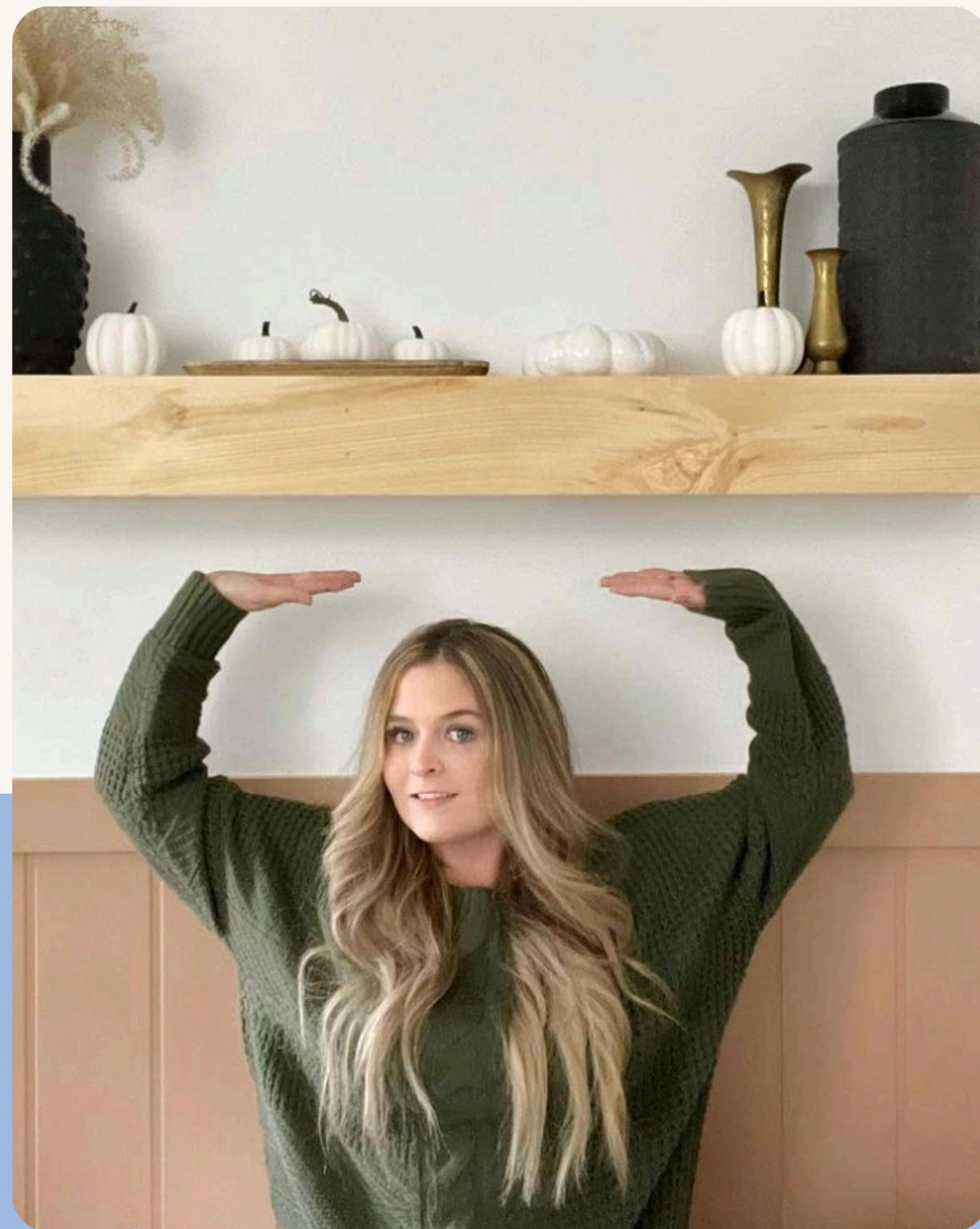
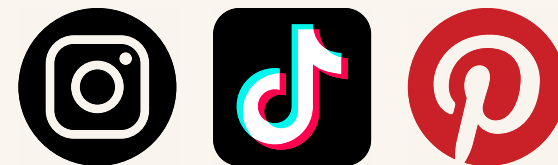
Recent Stats + Analytics

Audience:

Recent Brand Partnerships: Tempur-Pedic, Dove, Clean Energy

Lately

Molly Miller
GETTYSBURG, PA



IG Followers: 1.6M

TikTok Followers: 940k

Content Category: DIY + lifestyle + home decor

About Molly: Molly creates DIY and home renovation content for her followers of 1.5M+ across all channels. Her content is heavily focused on paint projects as well as home hacks and DIY tips and tricks. When she isn't wow-ing us with projects, she is a mom too three sharing her journey through motherhood. Her goal is to empower women to create a home they love without spending a fortune.

Recent Stats + Analytics

Audience: 89% F | 11% M

Recent Brand Partnerships: BEHR, InstaCart, VELCRO, Hunter, Narwal, Lowe's, Leviton, Command Brand, DAWN Powerwash, WD-40, Magnolia Network, RustOleum

Lately

Nicole Hamil
CARROLLTON, GA



IG Followers: 237k

www.livingononepercent.com

Content Category: DIY + motherhood + lifestyle

About Nicole: DIY, home goddess extraordinaire Nicole Hamil knows her way around sanders, drills and paint. Mama of two toddlers, Hunter and Gracie, she has made her way to IG fame through her beautiful home projects and hilarious take on motherhood. She loves showing followers the whole journey of DIY – the messy, beautiful, painstaking, REAL life process, not just the picture-perfect content.

Recent Stats + Analytics

Audience: 95% F | 5% M

Recent Brand Partnerships: JCPenney, Dunkin Donuts, Article, Lowe's, Extra Space Storage, Behr, Minted, Aquor, Athletic Greens, Kwikset

Lately

Ryan Armendariz

SIMI VALLEY, CA



IG Followers: 176k

Content Category: DIY/crafts + recipes + lifestyle

About Ryan: Ryan Armendariz is a creative force specializing in easy recipes and DIY projects that bring joy to family gatherings and celebrations. With a knack for transforming everyday ingredients into delightful treats, Ryan shares fun and accessible ideas. From energizing brunch options to festive holiday decor, Ryan's content inspires others to create memorable moments in their homes.

Recent Stats + Analytics

Audience: 95% F | 5% M

Recent Brand Partnerships: Franzia, Hidden Valley Ranch, American Greetings, Hormel Chili

Lately

Serena Wolf
SAG HARBOR, NY



IG Followers: 98k

Content Category: food + lifestyle + fashion

About Serena: Harvard-educated, Le Cordon Bleu-trained chef Serena Wolf has put her culinary skills (and sense of humor) to work as a private chef, food writer, recipe developer, culinary instructor and blogger at Domesticate-Me.com for the past decade. She is very tight-knit with her Instagram community, hosting weekly cooking classes for her followers, doing monthly Q&As and regularly offering fashion, beauty, books and wellness tips.

Recent Stats + Analytics

Audience: 89% F | 11% M

Recent Brand Partnerships: MERIT, The Sculpt Society, Tuckernuck, J.McLaughlin, Year & Day, Hilma, Senreve, Brooklinen, Faherty

Lately

Shelby Beatty
FRANKLIN, TN



IG Followers: 495k

Content Category: fashion + lifestyle + motherhood

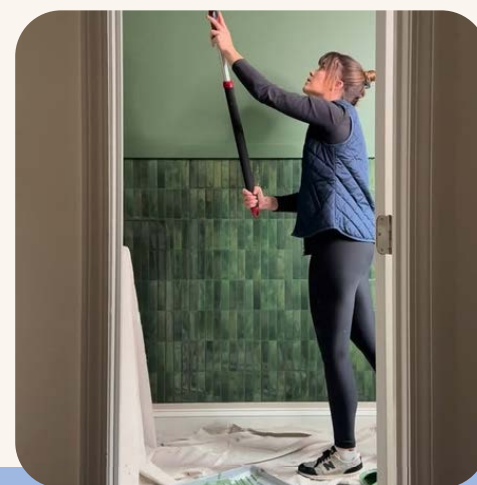
About Shelby: Shelby is a Tennessee-based fashion and lifestyle creator known for sharing approachable, size 6 style alongside the realities of motherhood and everyday life. At the heart of Shelby’s content is a desire to help women see their bodies represented online and feel confident in what they wear. Through honest try-ons, everyday outfit inspiration, and relatable lifestyle content, Shelby makes fashion feel attainable for real life. Her trusted recommendations and natural mix of style, family, and lifestyle content create authentic opportunities for brands to become part of the everyday moments she shares with her community.

Recent Stats + Analytics

Audience: 89% F | 11% M

Recent Brand Partnerships: MERIT, The Sculpt Society, Tuckernuck, J.McLaughlin, Year & Day, Hilma, Senreve, Brooklinen, Faherty

Shelby Eanes
ATLANTA, GA



IG Followers: 355k

Content Category: DIY + lifestyle + motherhood

About Shelby: Shelby Eanes is the creator behind Eanes Interiors, where she shares approachable DIY, home renovation, and interior design with a healthy dose of humor and real-life chaos. Known for her “do it scared” mentality, Shelby inspires her community to take creative risks, trust their vision, and create a home they love – one project at a time.

Recent Stats + Analytics

Audience: 81% F | 19% M

Recent Brand Partnerships: The Home Depot, Smart Tiles, TOTO, Select Blinds, Fotile, Transformer Table

Lately

Shilpa Dass, MD
FREEHOLD, NJ



IG Followers: 409k

Content Category: Pediatrician + Child Neurologist + Development Specialist

About Shilpa: Shilpa Dass is a pediatric neurologist and fellowship-trained neurodevelopmental specialist. She also is a mom to three littles and shares evidence-based information on parenting, development and brain health.

Recent Stats + Analytics

Audience: 91% F | 9% M

Recent Brand Partnerships: Once Upon A Farm, CDC + Bodily

Lately

board of experts

Stephanie Petrich

HERRIMAN, UT



IG Followers: 596k

TikTok Followers: 590k

YouTube Followers: 151k

Content Category: DIY + lifestyle + home decor

About Stephanie: Stephanie is a gifted home DIY-er who likes to share her tips and tricks on her home projects while balancing the ups and downs of motherhood to four littles under 10. Her mission is to help other women create the home of their dreams by empowering and motivating them through her home / diy adventures.

Recent Stats + Analytics

Audience: 90% F | 10% M

Recent Brand Partnerships: Rubbermaid, Newton Baby, Article, Nutrafol, Aquor, Lumineux, Waterdrop, Govee, Thrive Market

Lately