

VICTORIA JAMESON

Makeup Artist. Queen of Reviews + Content Creator



For Business Inquiries: Victoria@TheLippyLife.com

ABOUT ME



Over the last five years, I've used my background in performing and makeup artistry, combined with my expertise in Social Media Strategy, to help brands and entrepreneurs build their empire online. My personal brand is beauty and lifestyle based. I share honest reviews, DIY projects, and simple tutorials with my audience.

I specialize in short form videos on TikTok, honest YouTube reviews and lifestyle content for Instagram. I noticed my audience was tired of seeing the typical 'influencer' lifestyle photos so I aim to create relatable, real life tips and advice that 20 something women can identify with. I am passionate about mental health, beauty, self care, and travel. My husband and I are both full time content creators and have lived all over the world. Currently, we live in Dallas, TX with our dog Hiro. We have been featured in the Dallas Observer, The New York Times, and The Outline for our success on TikTok.

My Stats

20%

TIKTOK ENGAGEMENT
RATE*

750,000

TIKTOK FOLLOWERS

25M

AVERAGE MONTHLY
VIDEO VIEWS

117K

INSTAGRAM
FOLLOWERS

6.94K

YOUTUBE SUBSCRIBERS

**Based on the 15 most recent videos*

About My Content



I have a passion for empowering and inspiring women to be their authentic self online. My brand is the 'hot mess' 20 something who shares the good and the bad about life as an influencer. My candid reviews, raw and authentic lifestyle content, DIY projects, and money saving tips are what I'm best known for on TikTok, as well as relatable relationship humor featuring my husband (who is viral comedian @Matt on the platform). My goal is to show women that they don't have to have the 'perfect' looking life to be happy. It's okay for life to be messy and crazy, as long as you're having fun doing something you love and learn to love yourself.

AUDIENCE

My Most Frequent Viewers

TikTok:

- 18-24 years old
- 80.3% Female, 19.7% Male
- 52% USA

Instagram:

- 25-34 years old
- 69% Female, 31% Male
- United States; NYC, LA



*Brands I've
Worked With:*



+ Many More!

MY SERVICES

I'm available to work with brands that share my vision of self love and via social media. As a professional content creator you can expect me to produce a high quality video or photo for your brand.

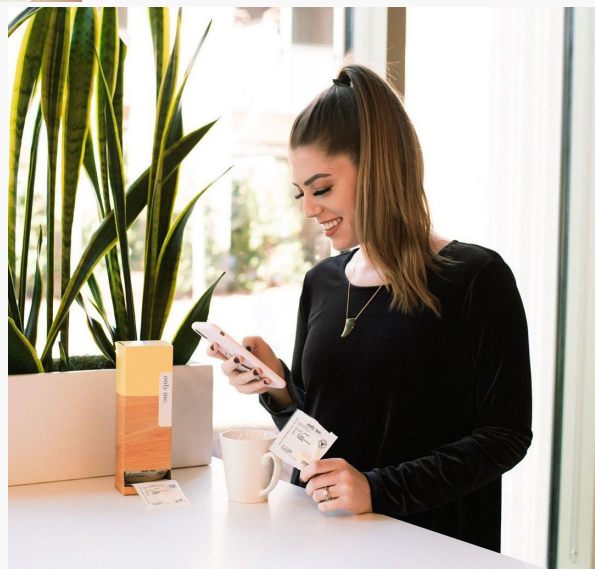
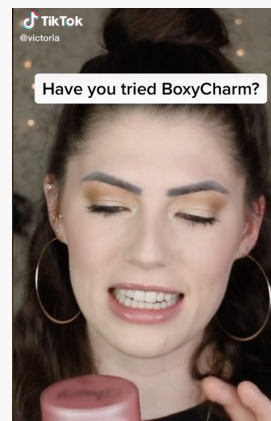
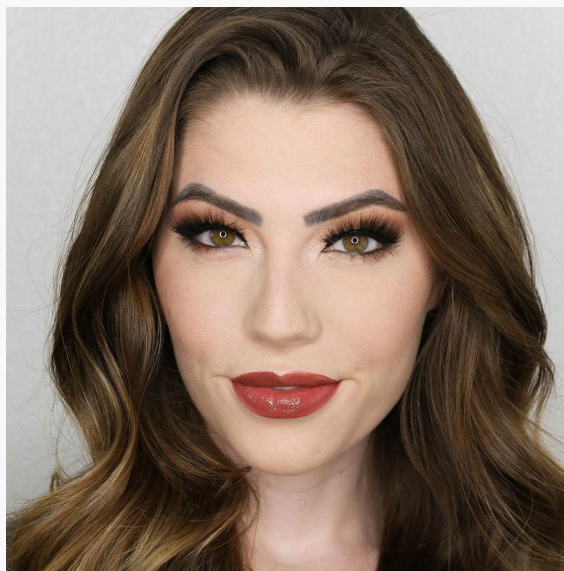
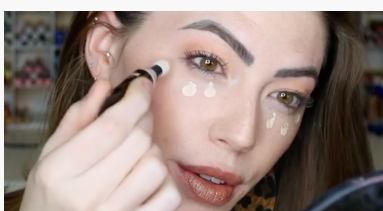
Pricing:

- TikTok Ad: \$650 deposit + \$1 per 1,000 views over 100,000 (Includes non watermarked version for brand use)
- Instagram Story Ad: \$100 + Content Rights
- Instagram Post: \$350 (Full Rights + Content Creation ONLY: \$250)
- Podcast Sponsorship: \$25 per episode (TikTalkRadio.com) or \$75 a month
- PR Reviews: **FREE + Affiliate Link**, you can feel free to send PR but a 'good' review can not be purchased. I review PR on TikTok, YouTube, IGTV and IG Stories. If I love the product you will see it featured!

Email Victoria@TheLippyLife.com to discuss any collaboration not listed. **Pricing is always negotiable.**

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MY
WORK.

Authentic. Classy. Entertaining.