

ABOUT

Chazeen is a New York-based creative and best known for her contributions to broadcast television and digital media. Collaborating with brands like Music Choice, Samsung, Google, Crunch Fitness and E. & J. Gallo Winery as a producer, speaker, host and digital influencer has positioned her to work on a plethora of projects that spark authentic interest within her micro-audience. Often known in social circles for her rich resourcefulness and easygoing insights, Chazeen recently developed CHAZ CHATS - a quarterly event series where she and quest panelists discuss fun facts on personal development, fitness and faith from the POV of a Millennial mindset. Chaz Chats started off as the offspring of information from annual research projects. After sharing her findings and dropping gems on social media, a demand from her followers for more information quickly followed... And here we

In addition to her event series, Chazeen has launched ChazeensFavoriteThings.com: a website inspired by the great response she received posting weekly product, restaurant, and travel recommendations via the Instagram Stories hashtag #ChazeensFavoriteThings.

PAST WORK

Google

BET*

SAMSUNG



Music Choice

DEMO

- Top Locations
 - New York, California and Rhode Island
- Age
 - o 51% 25-34
 - 27% 35-44
 - 11% 18-24
- Gender
 - 45% Women
 - 55% Men

@HEYCHAZEEN: THE NUMBERS









3,500

350

330 200

With a strong 10% engagement that outweighs the average influencer's 2%,

Chazeen prides herself in helping brands target their POC demographic via influencer marketing, which Forbes.com considers to be much more effective than traditional advertisements and celebrity endorsements. There are over 75.4 million millenials living in the US today and 74% of consumers use social media to make purchasing decisions. According to collective bias.com, 76% of marketers consider influencer engagement effective in generating customer loyalty while businessinsider.com concludeds that 200 million people were using ad blockers in 2016.

■ SERVICES

- Social Media Promos and Original Video Content
- Social Media Editorial Images
- Instagram Stories Takeover
- Sponsored Posts
- Product Reviews
- IG Live Host
- Video Host
- Panel Moderator
- Panel Coordination
- Keynote Speaker and Panelist





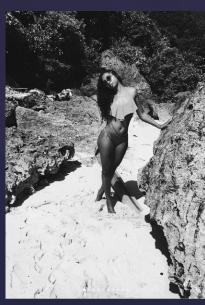
















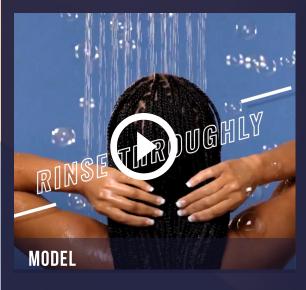
SAMPLES OF WORK

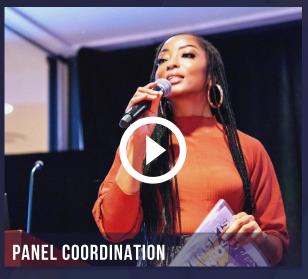








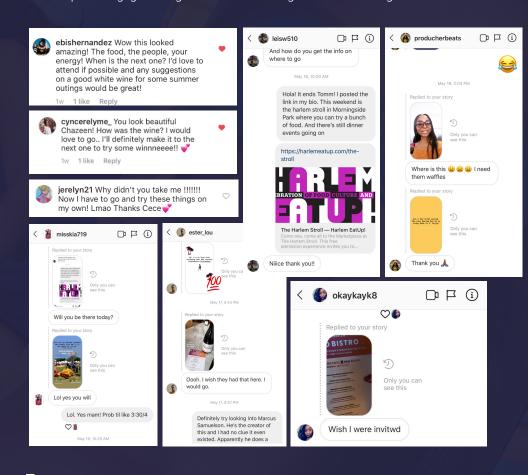




AUDIENCE SENTIMENT

E.& J. GALLO WINERY X HARLEM EAT UP PARTNERSHIP

Sample of engagement generated from Instagram event coverage



SAMSUNG EVENT PARTNERSHIP

Sample of audience sentiment for event partnership with Samsung



Good Morning

Wednesday night was amazing and I was able to attend the Chaz Chat yesterday, upon leaving feelings of elation rang high for the fact that the event been I had one of my best networking experiences, a delight to see the vast amount of Black women and men. I believe the images you see help shape the person you are and seeing people who look like me engaging in fields that are in book of interest is always reassuring to me that I can and will prevail. I engaged in numerous conversation with multiple people on my own and while playing human bingo which I found to be an innovative way to your normal style of ice breaking and obtained some very valuable information and found things out that I never knew about. To close Words can't explain how last night hit a spot in my heart and I thank you again for picking me to receive a ticket.

CHAZEEN.COM

HEY@CHAZEEN.COM