

CHAZEEN

CHAZEEN.COM

LIFE HACKS.FITNESS.TRAVEL



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 guest 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 are!

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.

@HEYCHAZEEN: THE NUMBERS



3,500



350



200



50

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 millennials living in the US today and 74% of consumers use social media to make purchasing decisions. According to collectivebias.com, 76% of marketers consider influencer engagement effective in generating customer loyalty while businessinsider.com concluded that 200 million people were using ad blockers in 2016.

PAST WORK

Google
BET★
SAMSUNG



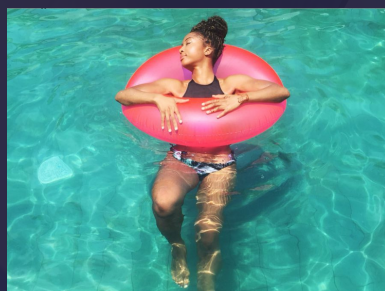
E&J Gallo Winery

DEMO

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

SERVICES

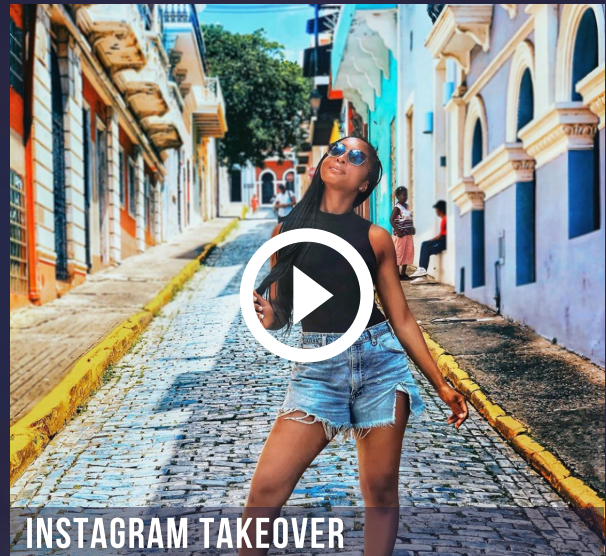
- Social Media Promos and Original Video Content
- Social Media Editorial Images
- Instagram Stories Takeover
- Sponsored Posts
- Product Reviews
- IG Live Host
- Video Host
- Panel Moderator
- Panel Coordination
- Keynote Speaker and Panelist



SAMPLES OF WORK



SPEAKER AND HOST REEL



INSTAGRAM TAKEOVER



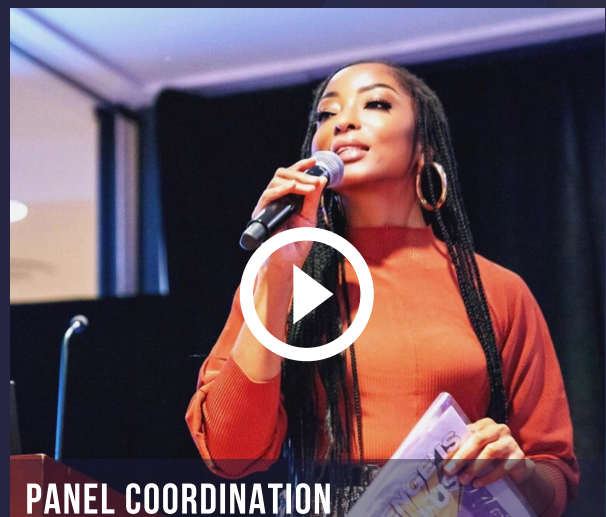
YOUTUBE



PRODUCER REEL



MODEL

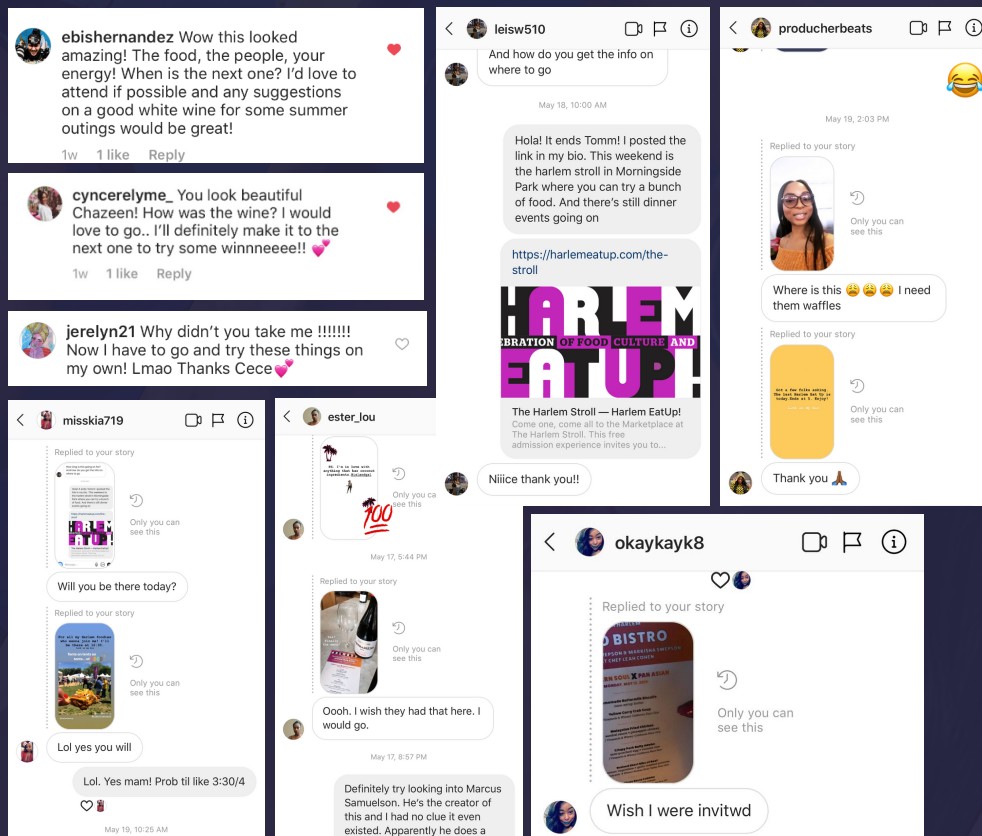


PANEL COORDINATION

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

