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CAREER OPPORTUNITY × SOCIAL IMPACT

Helping ambitious youth build impact-driven careers.

I create practical, highly saveable content about career growth, scholarships, internships, programs, and social impact.

1,091,605
accounts reached
in the last 90 days

2,743,548
content views
in the last 90 days

15,116
Instagram followers
as of Oct. 11, 2026

+2,500 followers in the last 3 weeks alone.

Daily reach up ~55% month over month

The audience saves more than it likes

109,111
saves in 90 days

Saves beat likes — 109,111 saves vs. 99,635 likes
Content is built to be revisited: practical guidance, timely opportunities, and clear next steps.

309,332
content interactions

43,492
shares

155,680
accounts engaged

14.3%
of reached accounts engaged

37,982
profile visits

10,761
comments

Built for ambitious Gen Z youth

Ambitious Gen Z youth across North America and South Asia

Age

18–24 · 41% | 25–34 · 32% | Other · 27%

Gender

Women · 48% | All other audience · 52%

Canada · 29%
Top country

United States · 16%
Top country

India · 13%
Top country

Toronto · Vancouver area · Delhi · New York
Top cities

Credibility rooted in leadership

- **TD Scholar for Community Leadership**
- **Top 25 Under 25 in Business**
- **University of Toronto student**

Ways to partner

1. **Sponsored reels and feed posts**
   Native storytelling built for discovery, saves, and shares.
2. **Brand ambassadorships**
   Longer-term alignment with youth, education, career, and impact brands.
3. **Speaking engagements and panels**
   Youth leadership, opportunity access, careers, and social impact.
4. **User-generated content (UGC)**
   Creator-led assets designed for a brand's own channels.

Rates & packages

Shared on request, tailored to each campaign.

Let's build something useful.

Partnerships, campaigns, speaking, and creator collaborations.

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