

KIRSTEN KRUPPS

rock 'n' roll fashion & lifestyle blogger



ABOUT MY BLOG

I'm pretty sure I was a rockstar in a past life and my taste in music and sense of style comes directly from that. Along with fashion, I'm a huge makeup lover, as well. I've also gotten really into fitness the past few years and try to keep active. I created this blog as another creative outlet to share my interests with others. These passions are definitely covered quite a bit on my personal blog, so I hope others enjoy and are inspired!



500

MONTHLY VIEWS

website



4.2K

FOLLOWERS

instagram



2.3K

FOLLOWERS

pinterest



1K

FOLLOWERS

twitter

the blogger

KIRSTEN'S
LIFE

I'm a 30-year-old creative who was born and raised in the Midwest, Central Illinois to be exact. I'm currently located in Austin, Texas. I went to Bradley University for Communications, with a concentration in Advertising and minor in Interactive Media. In addition to my marketing day job, I've run my own photography business since 2013. I love going to concerts, eating out at restaurants, trying out new style trends, paddle boarding, and taking my two dachshunds to the dog park.

BLOG TOPICS

MOST FREQUENT CONTENT

The top categories on my blog that not only get featured the most frequently but also get the most interaction and views are:

- Fashion
- Beauty
- Fitness
- Music



BLOG AUDIENCE

MY MOST FREQUENT VISITORS

The most frequent visitors to my blog are **women** (67%) age **25-34** (38%) and **18-24** (18%) in the **United States** (80%). Their #1 interest is **Apparel & Accessories / Women's Apparel** and they are categorized as **Shoppers**. They are also interested in **Arts & Entertainment/Celebrities & Entertainment News**. They typically click through to my site via organic search (41%), direct links (21%), and social media (16%). Most women are looking at my blog on their mobile devices (70%) or desktop (28%)

what I want for my blog

THE FUTURE OF MY BLOG

I would love to collaborate with brands that match my interests in edgy fashion; everyday, attainable beauty; fitness; rock-n-roll music; and photography. It seems like a wide range of interests, but they compliment each other very well. I believe that my followers and myself love taking chances with our fashion/beauty choices, standing out in the crowd, and just being different.

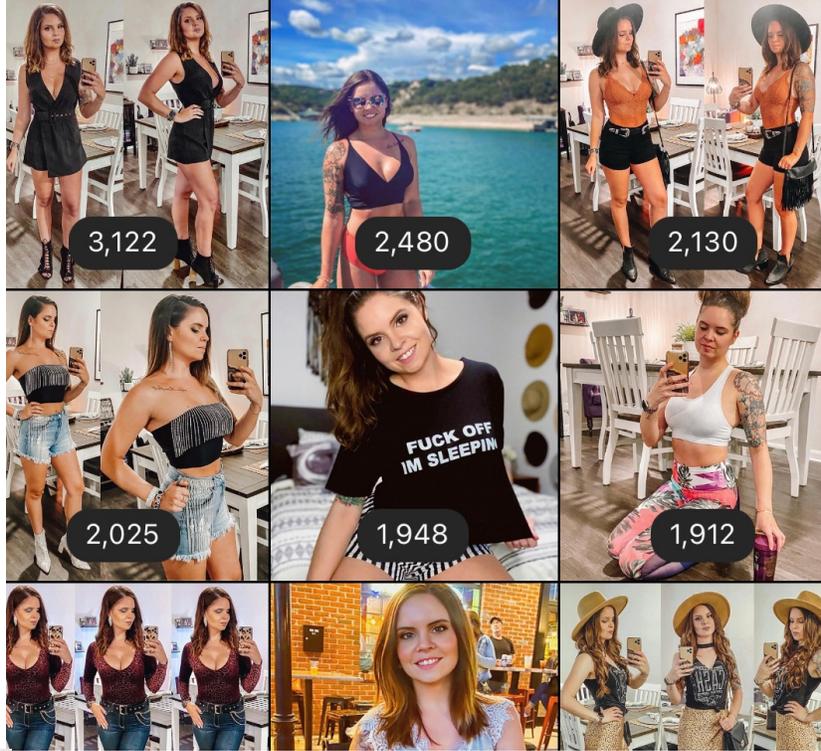
IG CONTENT

MOST FREQUENT CONTENT



These posts tend to perform the best on my feed.

- Outfits
- Makeup Selfies
- Fashion Close Ups
- Lifestyle



IG AUDIENCE

MY MOST FREQUENT VISITORS



My Instagram audience is **56% men** and **44% women** residing in the **United States** (50%) age 25-34. They are most active on Monday, Tuesday, and Sunday. They are least active on Fridays. I tend to reach ~1,500 accounts per week with my posts and stories.

brand collaborations



WHO I'VE WORKED WITH

- EVA NYC
- Proper Wild
- V by Vye Sunglasses
- Booty Bag
- Bottle Keeper
- Joy Razor
- Bark Potty
- ... and more!