

# 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!

✉ [kirstenkrupps@gmail.com](mailto:kirstenkrupps@gmail.com)



**1.6K**

VISITORS/MO

website



**100K**

IMPRESSIONS/MO

website



**5.1K**

FOLLOWERS

instagram



**2.9K**

FOLLOWERS

tiktok



**2.3K**

FOLLOWERS

pinterest

the blogger

**KIRSTEN'S  
LIFE**

I'm a 30-something 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** (63%) age **25-34** (30%), **35-44** (23%), and **18-24** (22%) in the **United States** (72%) - California (10%), Texas (9%), and Illinois (8%). Their #1 interest is **Apparel & Accessories / Women's Apparel** and they are categorized as **Shoppers/Value Shoppers**. They are also interested in **Arts & Entertainment / Celebrities & Entertainment News**. They typically click through to my site via **organic search** (63%), **direct links** (19%), and **social media** (16%).

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.



# blog content

## MOST POPULAR POSTS

15 Online Stores with Rock n Roll Fashion

Why Do Radio Stations Play the Same Songs Over and Over?

How to Dress Like a Rock Star

How to Dress Like Penny Lane from Almost Famous

How to Dress Western with an Edgy Twist aka Y'allternative

How to Dress Like Amy Lee from Evanescence

Trying Out Jones Road Beauty

What To Expect + How To Act at a Band Meet and Greet

Tanologist – My Favorite Self-Tanning Products

How to Dress Like Taylor Momsen from The Pretty Reckless

Nashville Bachelorette Party Outfit Inspiration

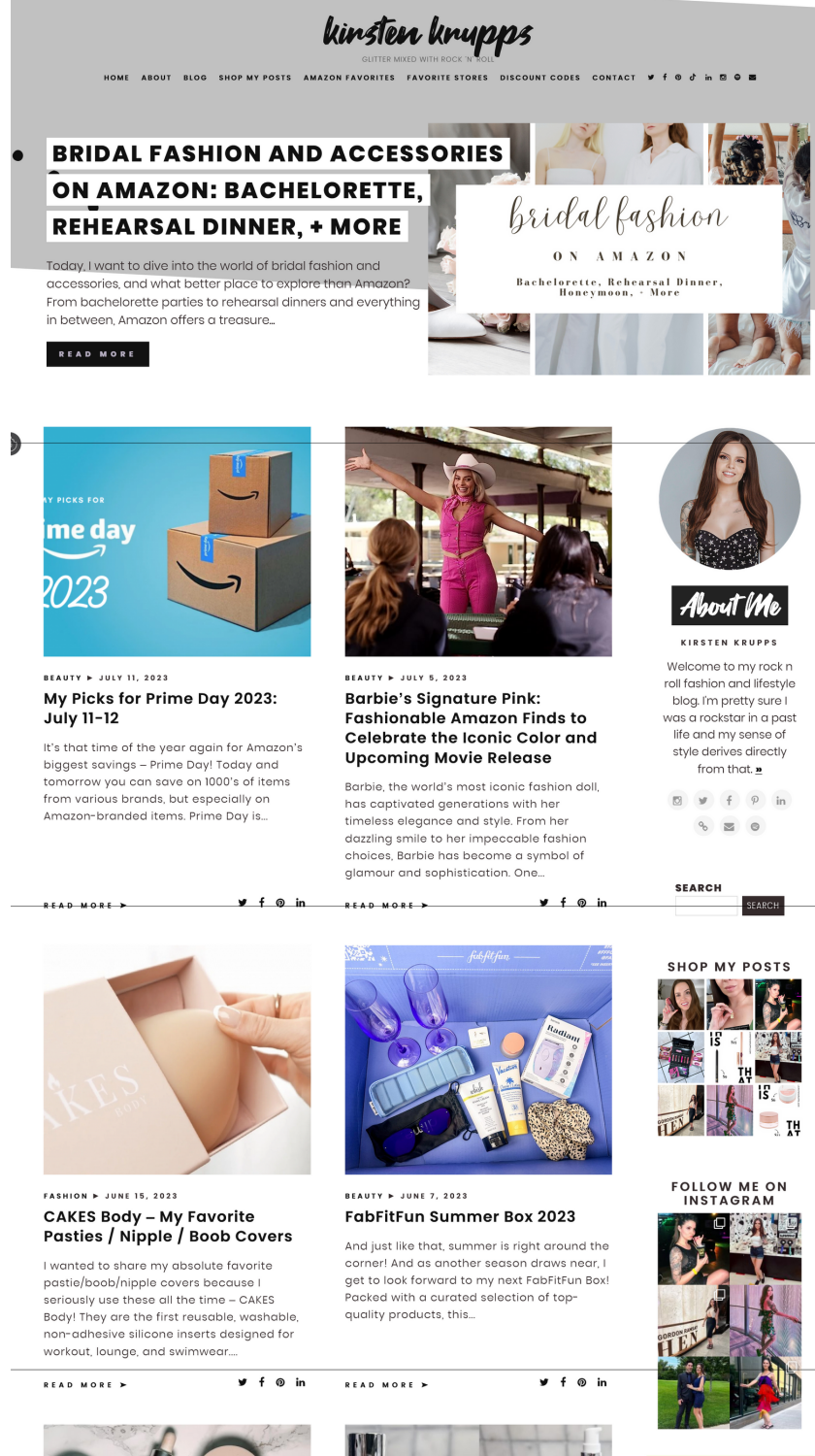
3 Fool-Proof Concert Outfits

How to Dress Like Lzzy Hale from Halestorm

Lime Crime Soft Touch Lipstick [Try-On + Review]

brand collaborations

# WHO I'VE WORKED WITH



EVA NYC  
Lancôme  
Urban Decay  
Ponyfio  
Madison Braids  
Crocs  
Maelove Skincare  
Booty Bag  
... and more!

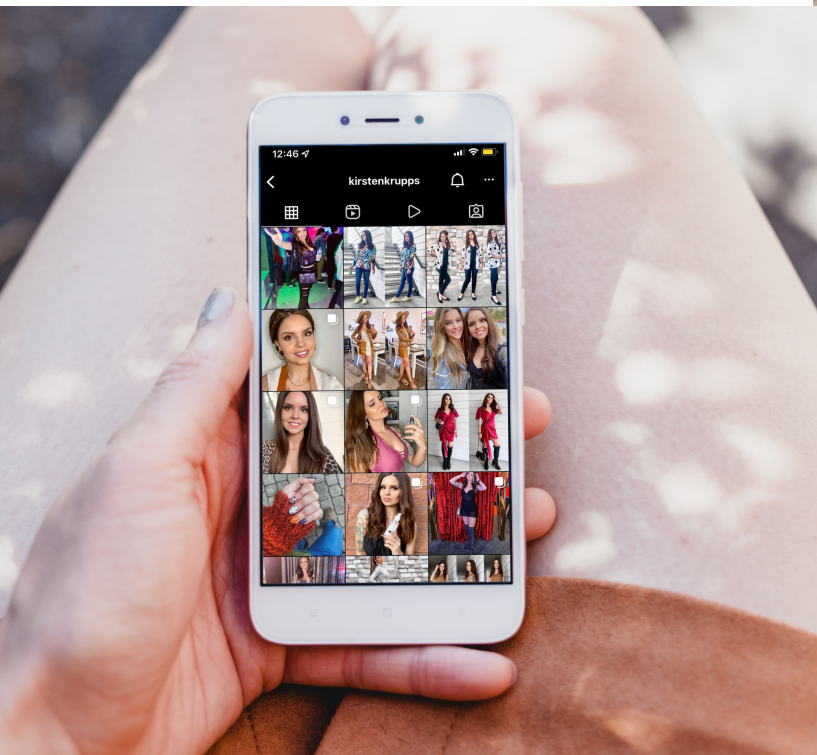
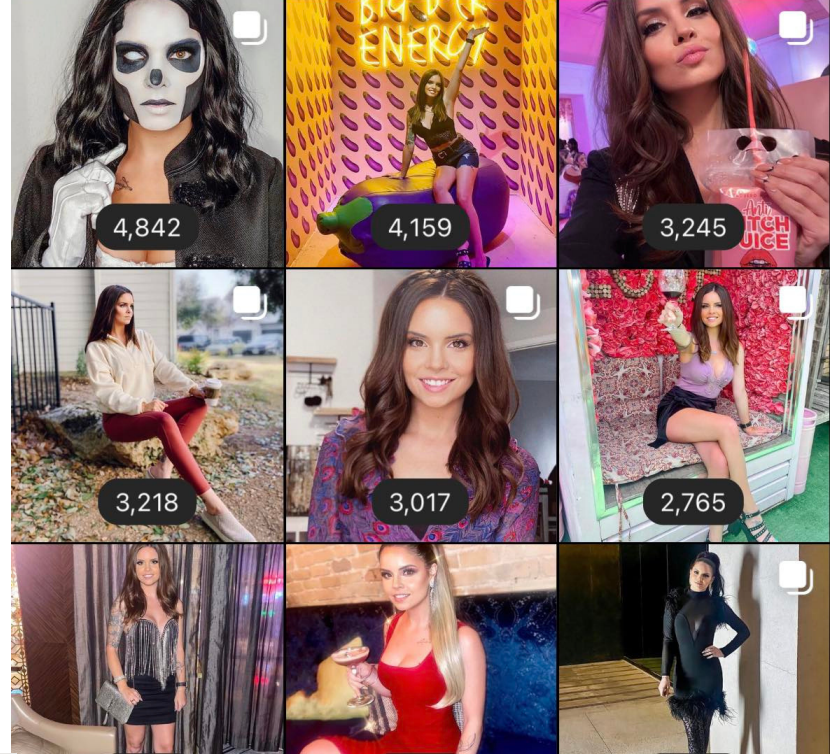


# IG content

## MOST FREQUENT CONTENT

These posts tend to perform the best on my feed.

Outfits  
Makeup Selfies  
Fashion Close Ups  
Lifestyle



# IG audience

## MY MOST REACHED ACCOUNTS

My Instagram reached audience is 52% **women** and 48% men residing in the **United States** (54%) age 18-44 (78%). The top 3 cities that most engage with my content are **Austin, Peoria, and New York**. I tend to reach **~2.1k accounts per week** with my posts, stories, and reels. My posts, stories, and reels have an average **engagement rate of ~4%**.

I'd love to work with you!

# THANK YOU

Kirsten Krupps

kirstenkrupps@gmail.com

blog.kirstenkrupps.com

@kirstenkrupps