

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



2.5K

VISITORS/MO

website



204K

IMPRESSIONS/MO

website



5.1K

FOLLOWERS

instagram



3K

FOLLOWERS

tiktok



2.4K

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** (67%) ages **25-34**, **35-44**, and **18-24** in the **United States** (63.5%) - with the top cities being London, New York, Los Angeles, Chicago, and Dallas. They're **Entertainment News Enthusiasts** (48%), **Shoppers/Shopping Enthusiasts** (41%), They are also **Movie Lovers** (40%), **Light TV Watchers** (38%), and **Technofiles** (32%). They typically click through to my site via **organic search** (70.8%), **direct links** (10.9%), and **social media** (17.5%).

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

15 Online Stores with Rock n Roll Fashion

Building an Edgy Capsule Wardrobe:
Top Picks for Effortless Cool

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

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

How to Dress Like Penny Lane from Almost Famous

Trying Out Jones Road Beauty

Maybelline New York Brow Tattoo
Longlasting Tint Review

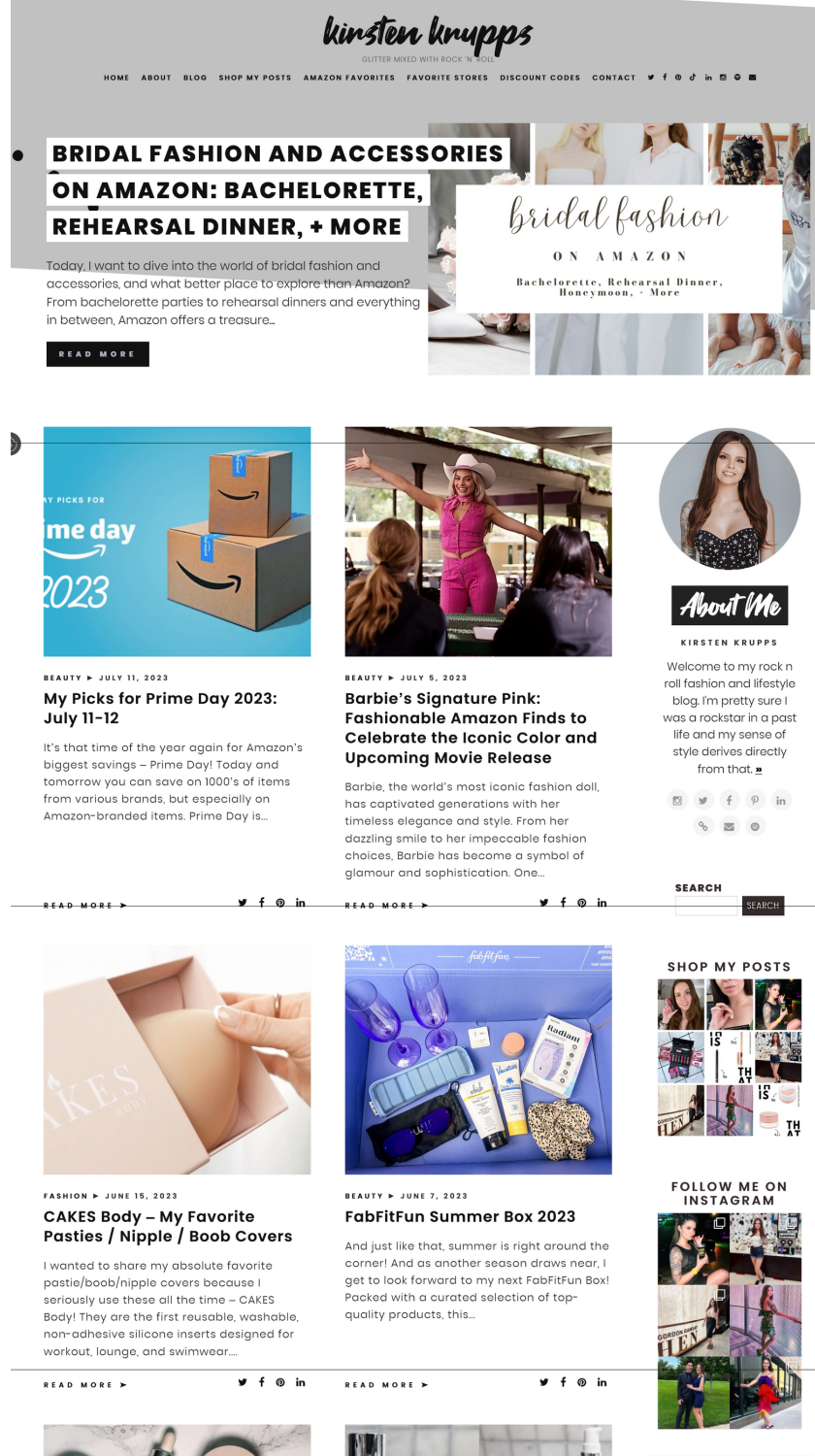
How to Dress Like Jenny Humphrey from Gossip Girl

Tanologist – My Favorite Self-Tanning Products

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

brand collaborations

WHO I'VE WORKED WITH



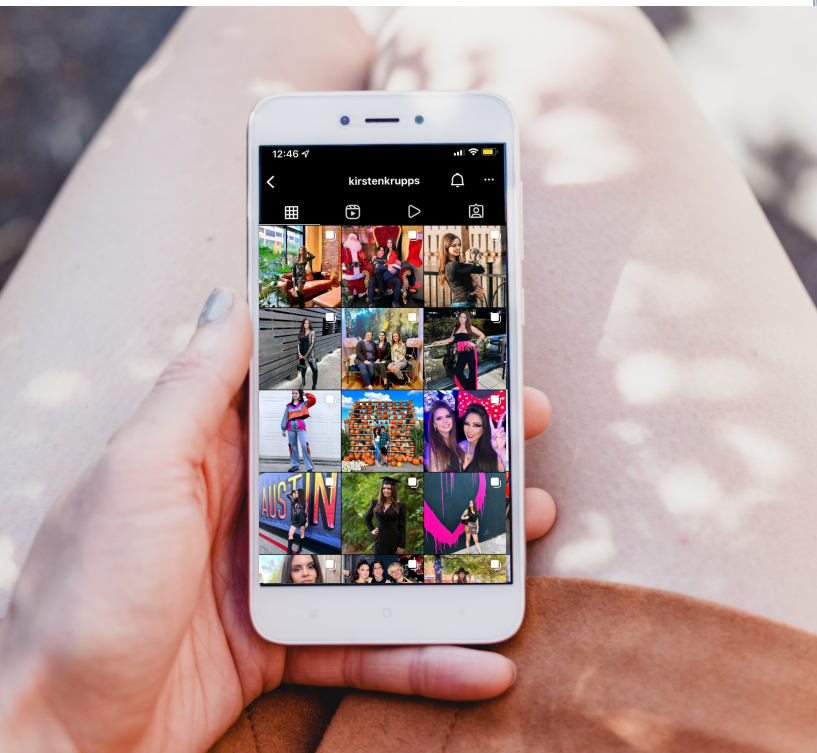
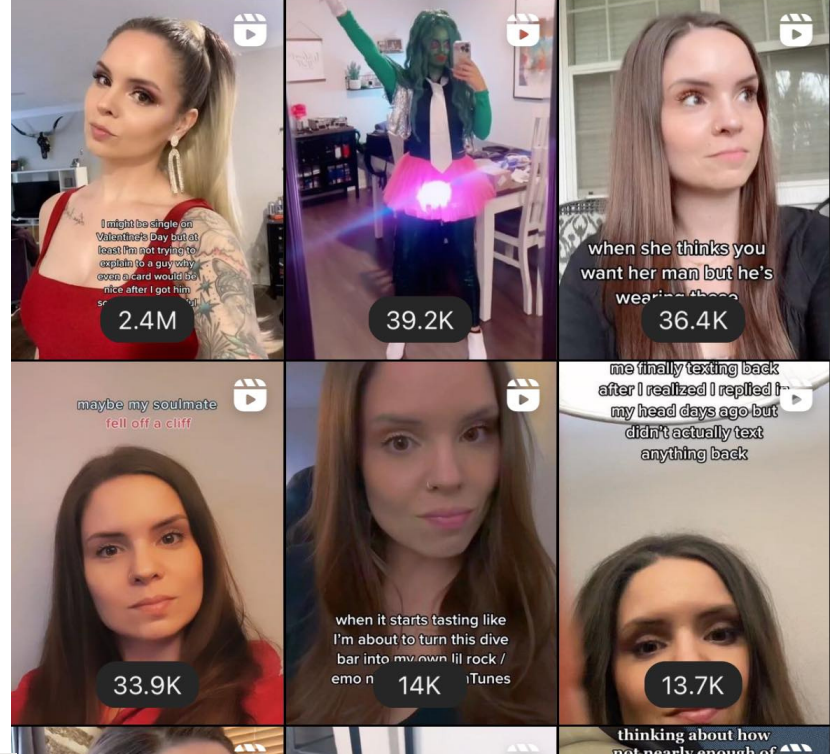
EVA NYC
Lancôme
Urban Decay
Good Molecules
Armani Beauty
Lime Crime
Ponyflo
Madison Braids
Crocs
... and more!

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** (71%) ages 25-44 (44%) and 35-44 (29%). The top 3 cities that most engage with my content are **Austin, Peoria,** and **New York**. I tend to reach **~2k 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