



media kit 2021

MCKENNA LUSH

Social Media Micro-Influencer

Content Creator

@mckennalush



CONTACT

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Based in Lexington, KY

ABOUT ME

I am a social media micro influencer passionate about fashion and leading a healthy lifestyle. I want to inspire others to not be afraid to be themselves.

I create content by being one of the first to incorporate the newest styles and trends and hope to one day be someone young girls can look up to in the fashion industry. I would describe my style as very versatile. I love anything from a clean, minimalistic look, to urban street style, and every now and then a little eclectic!

AVAILABLE FOR

Brand Ambassadorship

Social Media Content & Collaborations

Product Reviews

Contests & Giveaways

SOCIAL STATISTICS

3.4K

Instagram Followers

20%

Average Post
Engagement Rate

DEMOGRAPHICS

54%

Female

65%

18-24 Year Olds



PRINCESS POLLY

Collaboration project to create content for Princess Polly
x August 2021. Post had a 23% engagement rate.

*“Obsessed with these photos! Pleasure working with you on this
collaboration, and look forward to future potential collaborations!”*

-Isabella (Public Relations Associate)

COLLABORATIONS

SHAY BUTTER BOUTIQUE

Collaboration project to create
content for Shay Butter
Boutique in August 2020.

VESTIQUE

Collaboration project to
create content for Vestique
in June 2020.

