



@waityousewedthat

*Rose Anna*

APPAREL SEWIST

MEDIA KIT

# Hi. I'm Rose!

APPAREL SEWIST & CONTENT CREATOR

I'm Rose, the creator behind "waityouwedthat," a growing Instagram page dedicated to sewing enthusiasts. With years of experience in content creation and micro-influencing, I've successfully partnered with brands on previous platforms, bringing a proven track record of creating authentic, engaging content that converts. My experience running another niche page has given me insight into what resonates with audiences, helping build trust and driving product awareness. With high engagement and view rates on my current sewing page, I consistently deliver results that exceed expectations, even with a newer following.



@waityouwedthat

## BEFORE SEWING

@ANNASORBLESSING



- ✓ My focus was on building connections with fellow parents, which led to a long-term partnership with LILLEBaby and Petunia Pickle Bottom, where I shared their products with my followers.
- ✓ I am proud to have generated over \$2,000 in affiliate sales while collaborating with those brands.
- ✓ My content has been utilized in **three** distinct advertising campaigns.
- ✓ I chose to distance myself from becoming a major influencer to preserve the trust I've built with my followers. Each one of them feels like a friend to me.
- ✓ As my daughter outgrows her baby products, I've chosen to shift my attention entirely towards developing my new account centered on sewing.

## Brand Collabs I've Done



petunia pickle bottom.

oliso

monkeeroos



intellipure

# My Instagram



@WAITYOUSEWEDTHAT

While I have a presence on TikTok and Facebook, my primary focus is on Instagram, where I've learned to share content that truly resonates with my audience. This platform has been the most effective for me as an affiliate. My page is all about inspiring others to embrace sewing, building connections both locally and worldwide, and celebrating a passion for this beautiful art form that is increasingly rare.

## Summary

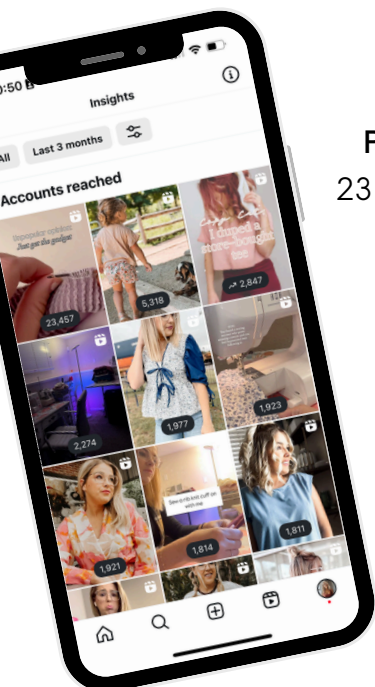
### Instagram Promotion

- Share and promote sewing tips, tools, and creations effectively.
- Utilize creative and engaging content to attract followers.



## BEST PERFORMING REEL

**"Unpopular Opinion:  
Just Get The Gadget"**  
Promoting a sewing tool  
23k views, 139 likes, 3 shares



## 90 DAY STATS JULY-OCT 2024

<b>75.8k</b> Accounts Reached	<b>1,061</b> Engaged
<b>+2k</b> Likes	<b>+51.4%</b> Followers

## MY AUDIENCE

<b>93%</b> women	<b>60%</b> 18-34	<b>62%</b> USA
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## WHO I WORK WITH

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I collaborate with brands that offer sewing supplies, accessories for my clothing, and home decor for my sewing space. It's always exciting to partner with companies that share a passion for creativity and quality. These collaborations not only allow me to access the best tools and materials but also inspire new ideas and projects. By showcasing these brands, I can help fellow sewing enthusiasts discover products that enhance their own creative journeys.

## WHAT YOU CAN EXPECT

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I put in a lot of effort to ensure that each post is both creative and one-of-a-kind, while also incorporating trending audio for maximum visibility. I consistently share updates in my stories and include relevant links. Additionally, I am committed to delivering my work promptly and will provide metrics when requested.

LET'S CHAT!



[waitousewedthat@gmail.com](mailto:waitousewedthat@gmail.com)  
[www.waitousewedthat.com](http://www.waitousewedthat.com)

I am thrilled to explore how we can collaborate to make sewing more appealing to others! Please contact me for more information.

*Rose*