TIM
CAMPBELL-SMITH

DIGITAL CONTENT CREATOR & INFLUENCER

HEY FRIENDS!

I'm Tim (He/Him), a creator who focuses on the world of social work and mental health, with a particular emphasis on men's mental health. A multi-potentialite, I talk about anything and everything that interests, from being a queer man to a mature student, an avid foodie to a hobby photographer. I'm here to lighten up the world (through laughter) and equip people to live happier, healthier, lives. My approach is often fun, lighthearted, educational, and authentic. My primary platforms are TikTok and Pinterest.

TIKTOK STATS

Total Followers	Average Monthly Impressions
23,127	**1.1M**

Engagement Rate
9.2%

PINTEREST STATS

Average Monthly Views	Pin Saves Per Month
393,000	**4,470**

Audience Size (Engaged)
18,520

DEMOGRAPHICS

- 77% women
- 29% Canada
- 38% 25-34
- 45% USA

DEMOGRAPHICS

- 52% 18-34
- 60% USA
- 79% Top interests: Finance, fashion, animals

@TimCampbellSMS   tim@timcampbellsmith.ca   Guelph, Ontario, Canada
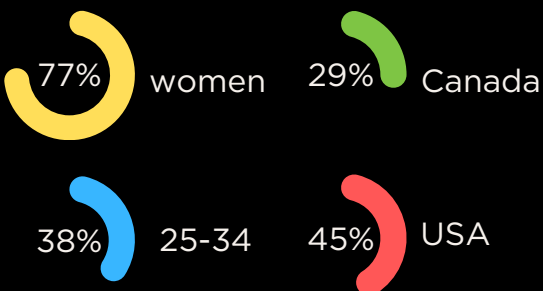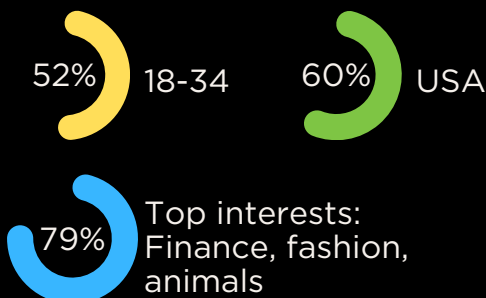
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INDUSTRIES I WORK WELL WITH:

Stationery & Office Supplies

Food & Drink

Professional Development

Destinations & Experiences

SERVICES & RATES

5 Pinterest Images	$300
Video post (TikTok + Pinterest)	$450

BEFORE WORKING WITH ME:

I am picky in who I work, not just because consumer distrust in influencers, but also because I have worked hard to build an audience of intelligent, socially engaged folks. Before working with me, here's a few things I'm looking for:

- Your values align with mine; and, I want to see you live them, even when it's not popular or easy (ex: do you post about Black history and inclusion any time other than February?)
- You either have no history of scandals or contentious issues, and/or you handled them in a fair, equitable, and justice informed way
- I hope to see you work towards principles of justice, equity and liberation
- You walk the walk and talk the talk: whatever you say is a value, I hope to see it lived out