

# 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

29,576

Average Monthly Impressions

2.2M

Engagement Rate

7.4%

## PINTEREST STATS

Average Monthly Views

573,000

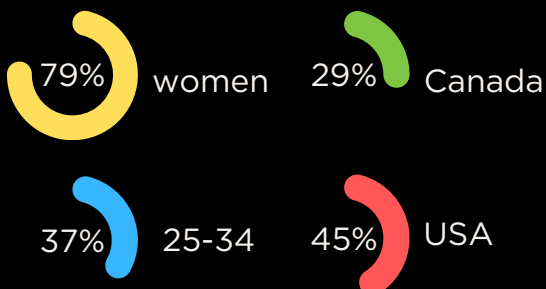
Pin Saves Per Month

6,270

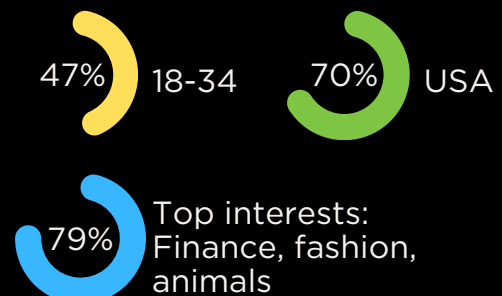
Audience Size (Engaged)

27,400

## DEMOGRAPHICS



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# TIM CAMPBELL-SMITH

## INDUSTRIES I WORK WELL WITH:

Stationery &  
Office Supplies

Food &  
Drink

Professional  
Development

Destinations &  
Experiences

## SERVICES & RATES

Video Post (TikTok) \$650

1 post, any type,  
Pinterest + Instagram \$300

## BEFORE WORKING WITH ME:

At this time my Instagram is considered experimental due to a rapid and unusual spike: if you're curious, let's talk!

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, I am 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