



YETUNDE TAIWO-SHORTERS

PURPOSE/PERSONAL BRANDING COACH FOR WOMEN ENTREPRENEURS

Where purpose-centered women hang out

happily
FEATURED
ON



about

ABOUT YETUNDESHORTERS.COM

A web home for women entrepreneurs to learn to use their purpose to impact lives and earn profits confidently so they can be happy and fulfilled in life. This site shares personal branding resources, productivity tools and lifestyle resources to help women live a productive, fun and fashionably balanced life. The content shared on yetundeshorters.com offers valuable tips (showcased via free livestreams, webinar and workshops) on growing a powerful and profitable personal brand while experiencing everyday pleasures like food, fashion and travel.



Blogger

YETUNDE THE BLOGGER

Yetunde Shorters is a 4-times Amazon bestselling author, Miami Based TwinMom of girls, Wife, Entrepreneur, former model and spends her free time cooking up a storm as a Bonafide Foodie. HELLO AFROPOLITAN CHEF! She is the owner of ICY Public Relations and ICY ACADEMY, a personal branding expert and speaker. Every year, she proudly serves her clients and students through her PR company with live and online masterclasses and helps them launch their purposeful personal brands and gain media status as purpose-driven women. She speaks Yoruba and is a graduate of Loyola University (GO RAMBLERS!). When she travels, she looks for gems in flea markets around the world. She loves to read and feels like the Dalai Lama after every read with a desire to share what she's learned from each book with the world.



DEMOGRAPHIC

56% are women
44% are men
42% are women 25-34
26% are women 35-44

According to Social Bluebook, average instagram likes per post 161

STATISTIC

● 56K Average website hits per year	● 15K Average monthly views on pinterest	● 847 Instagram impressions per post
● 1100+ POWER Circle newsletter subscribers	● audience interests	
	Entertainment 69%	Children & Family 66%
	Beauty & Fashion 64%	Business & Careers 50%
	Art & Design 50%	

social

SOCIAL MEDIA

COLLABORATION OPTIONS

- Sponsored Posts
- Product Placement
- Instagram posts
- IG Takeover/IGTV Collaborations
- Public Speaking
- Brand Ambassadorship
- Events and travel



● **12,547**
@YetundeShorters



● **3100**
@YetundeShorters



● **3696**
@Yetunde



● **449**
@YetundeShorters

CONTACT ME FOR COLLABORATION AND BRANDED CONTENT.
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collaboration