

ABOUT

Styled to Sparkle is a lifestyle philosophy. Our focus is on life and style for the real girl. It isn't about being every girl – *it's about being true to who you are.*

Carlee founded Styled to Sparkle in 2015 as a result of numerous requests from clients, friends, and family for travel and restaurant recommendations, fashion and beauty tips and numerous other subjects. It has since grown into a wide-reaching platform for Shopping Guides, Lifestyle trends, beauty product reviews, and so much more.

Carlee has a Bachelor of Commerce from Athabasca University and spent the last twelve years working in the energy and technology sectors of the corporate world in Calgary, Alberta, Canada. While that was fulfilling and fruitful she felt like a sense of purpose was missing. She set out on her own to pursue her creative passion, and after many months **Styled to Sparkle was born.**



Founder & Editor-in-Chief
Carlee Krtolica

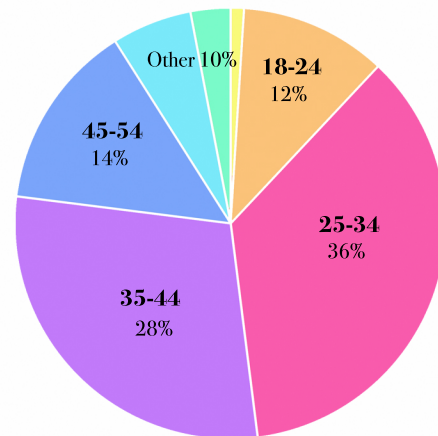
OUR AUDIENCE

Instagram is the primary social media engagement platform for Styled to Sparkle. Our audience is comprised of 61% women and 39% men, with the majority belonging to the 25-34 age group as shown on the chart to the right.

 11.4k

 1.1k

 10.1k visitors / month
4.9k unique visitors
86.6k page impressions



CAMPAIGN TYPES

We'll work with you to determine the best way to engage with our readers and social media audience. We will typically do one or more of the following as part of a campaign.

- | | | |
|----------------------|----------------------|-------------------------|
| SPONSORED POSTS | INSTAGRAM PROMOTIONS | DESIGNER COLLABORATIONS |
| CAPSULE COLLECTIONS | PRODUCT REVIEWS | EMAIL CAMPAIGNS |
| BRAND AMBASSADORSHIP | SITE-WIDE ADS | PROMO CODES |

PRIOR
CAMPAIGNS

JORD[®]



LOLA
LASH BAR



Home
hardware

CONTACT INFORMATION

Carlee Krtolica
Editor-in-Chief

carlee@styledtosparkle.com

+ 1.403.990.2341