

# hello tina socials

ACTOR, ACTIVIST, CONTENT CREATOR

## Christina Calcote

@christina.calcote

(they/she)

239K

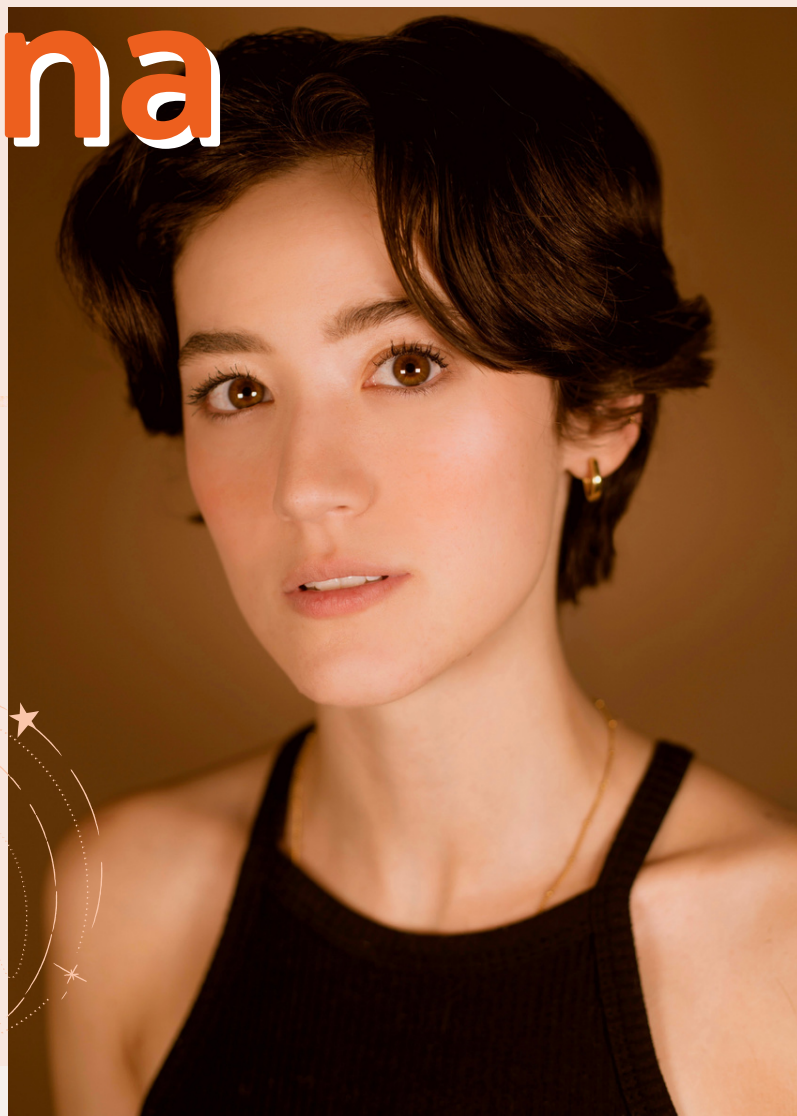
followers

13.5M

likes

30M+

views



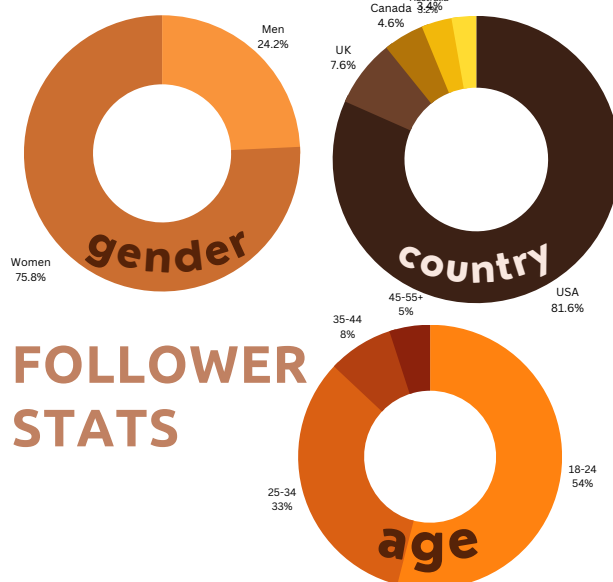
### ABOUT ME:

My passion is challenging manufactured & isolating social media culture by bringing authenticity & building community. Standing out in a hyper-saturated market takes understanding your unique audience, predicting trend cycles, & the boldness to step outside the box. Let's find the magic to create innovative, quality content and find your authentic voice.

### ABOUT MY WORK:

I have been a creator on TikTok since early 2020 centering conversations around BIPOC & LGBTQIA+ intersectionality. I have cultivated a beautiful community of bold, funny, and fiercely kind individuals- most of which identify within those communities. Because of this, I pick all my partnerships with them in mind!

**Intersectionality:** AAPI, BIPOC, LGBTQIA+, Art, Pro-Women, Sustainability, Mental Health, Spirituality, NYC Life, Beauty



# Services

## Sponsored Post on My TikTok

When it comes to getting your brand out there- recognition is only half it. Trust & relatability are essential. Building this relationship takes time (believe me). Why not piggyback off of someone who already has it? These videos are Sponsored Posts- uploaded to my personal TikTok for 239K sets of eyes to see.

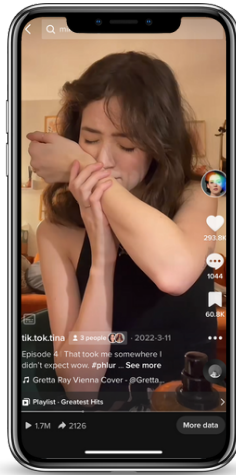
## Content Creation

Crafting a cohesive & distinctive online presence is the first step to a successful account. Let me assess your brand's energy & goals to make content in a style that is uniquely yours. These videos can be anything from vlogs to hype videos & will be posted on your brand's account. That means you own rights to those videos in perpetuity.

## Brand Advising

Crafting a cohesive brand voice & aesthetic takes an account from basic to captivating. Injecting your unique point of view is what builds genuine connections with your audience. Here I help you capture those bits of who you are that can be hard to put into words. In this package, we will have an initial consultation so I can get to know you. Then you will receive a custom branding packet in a follow-up strategy appointment.

# Brand Experience



PHLUR

Views:1.7M  
Likes:293.8K  
Reach:1.6M



AMAZON  
PRIME

Views:400K  
Likes:89.9K  
Reach:343.6K



HUMBLE &  
VAIN

Views:295.3K  
Likes:78.1K  
Reach:202K

click the phone to watch video



# Let's Connect



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@christina.cacote

Branding Deck Example



<https://christinacalcote.wixsite.com/hellotina>