



# MEDIA KIT 2019-2020

AVAILABLE FOR:

- HOSTING
- SPEAKING
- BRAND AMBASSADORSHIP
- PRODUCT FEATURES / REVIEWS
- SPONSORSHIP / AD PLACEMENTS



SAN FRANCISCO BASED



YOUTUBE.COM/SHANNONMORSE



@SNUBS



@SNUBS



SHANNONRMORSE.COM

SHANNON@SHANNONRMORSE.COM

# Shannon Morse

## ABOUT SHANNON

Shannon Morse is an online content producer with an emphasis on security and privacy, consumer technology, and travel. She is an entrepreneur whose goal is to inspire others to live life to the fullest while not sacrificing their identity, ethics, or privacy. She has reviewed hundreds of consumer tech products and helped multiple businesses as a show host, event speaker, influencer and brand ambassador. With over a decade of experience, her work has influenced countless young people to step into careers in STEM and she has helped build channels to over 500,000 subscribers.

Shannon engages live audiences as a keynote speaker and she uses her platforms to promote diversity in information security and technology sectors, and advocates for women in the industry. Her transparency and honesty on social media has created a strong following of friends, supporters, and fans.



5000



52500



17000



12100



## TESTIMONIALS



J\_66 Got a pixel 3xl on your recommendation.. THANKS! love it. (1week old)

2h 1 like Reply



Unboxing #teampixel Google Pixel 3a + SWAG! My First Impressions | Tech Wit...



Scott Miller • 11 hours ago

This was the video that tipped the scales, so to speak. Ordered today. Google is pretty amazing, it already delivered!

Peak Design Travel Tripod Is Not Perfect, And Here's Why...



Taiwan Brown • 1 week ago

Great review! Just ordered with 15 minutes to go! Using your link!



Kevin Hiebert

@khiebert

Replying to @Snubs

your review of the Google Pixel 3 XL helped me decide to upgrade to it from the Nexus 6P (which I also picked after your review of that smartphone)



Quinton Mosley

@streetyingyang

Replying to @Snubs

You and Patrick talking about Dell products sold me on an Alienware lappy. 😊 I've used it for business and pleasure. It was the practical feedback that did the trick. Not just benchmarks that were on the net.

## PREVIOUS BRANDED COLLABORATIONS



IFIXIT



ONEPLUS



WAYMO



Pixel

ALIENWARE



LULZBOT

ting

PowerA

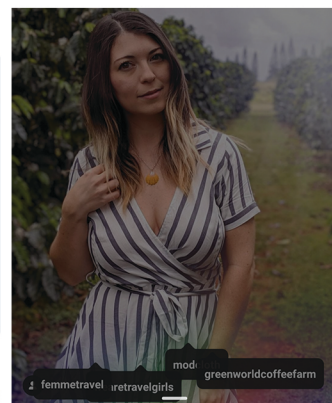
## SOCIAL MEDIA POST EXAMPLES



Shannon Morse @Snubs

My new video is up! What to pack for @defcon plus some tips and advice! First timers? WATCH: <https://youtu.be/5o8clR3nLNE> #DEFCONessentials

Special thanks to this video's #sponsor @CompTIA for training and offering vendor-neutral certs! Learn more: <http://certification.comptia.org> [pic.twitter.com/9sCLNZsmRd](http://pic.twitter.com/9sCLNZsmRd)



Impressions  
times people saw this Tweet on Twitter

31,682

2.4K 77 9 101

1,557  
Profile Visits

36,727  
Reach

## EVENTS COVERED AS OFFICIAL MEDIA



gamescom



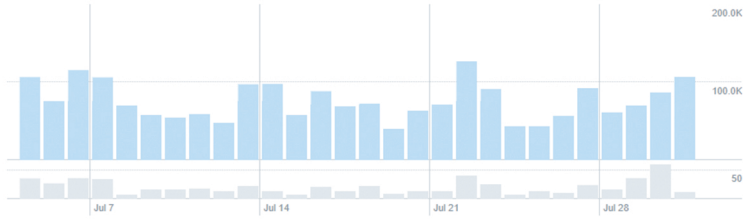
# AUDIENCE STATISTICS

40% 25-34 YEARS OLD  
79% MALE  
55% US BASED  
97% ENGLISH SPEAKING

32% PROFESSIONAL / TECHNICAL  
77% HOME OWNERS  
55% COMPLETED HIGH SCHOOL  
30% \$75K-\$125K INCOME

## MONTHLY IMPRESSIONS

Your Tweets earned **2.1M impressions** over this **28 day** period



### Engagements

Showing 28 days with daily frequency

#### Engagement rate

1.2%



#### Link clicks

4.4K



On average, you earned **159 link clicks** per day

#### Retweets

413



On average, you earned **15 Retweets** per day

#### Likes

8.6K



On average, you earned **309 likes** per day

#### Replies

1.2K



On average, you earned **43 replies** per day

### Impressions and how they led to watch time

Data available Jun 1 – 30, 2019 (30 days)

