MADISEN

CREATOR · SOCIAL STRATEGIST

STYLE · BEAUTY · LIFESTYLE · TRAVEL



I'm a NYC & Minneapolis creator sharing style, beauty, travel and the moments worth celebrating. Everything is shot, styled and edited by me. By day I lead global integrated marketing in beauty, so every partnership gets a strategist's eye for what performs, not just what looks pretty.

20.9K
INSTAGRAM FOLLOWERS

6.2K
TIKTOK FOLLOWERS

4.38%
ENGAGEMENT · 6 MONTHS

9.22K
MEDIAN VIEWS PER POST

THE AUDIENCE

INSTAGRAM

80%
WOMEN

84%
UNITED STATES

57%
AGES 25 TO 44

BRAND AFFINITY

ALSO FOLLOWS

24%
SKIMS

22%
CHANEL

22%
SHOPMY

TOP CONTENT

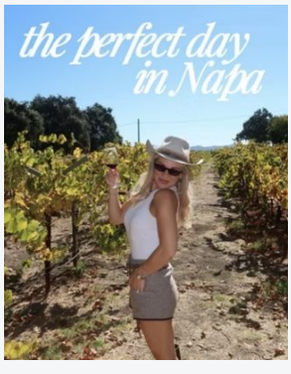
INSTAGRAM VIEWS



125K
VIKINGS GAME DAY OOTD



53K
SATURDAY IN MINNEAPOLIS



34K
PERFECT DAY IN NAPA



14K
WHAT I WORE · NYC



12K
MAKEUP TUTORIAL

BRANDS I'VE PARTNERED WITH

miu miu · PRADA BEAUTY · Maison Margiela PARIS · Jo Malone London · Kiehl's Since 1851 · Abercrombie & Fitch · amika: · MILK

LET'S MAKE SOMETHING.

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