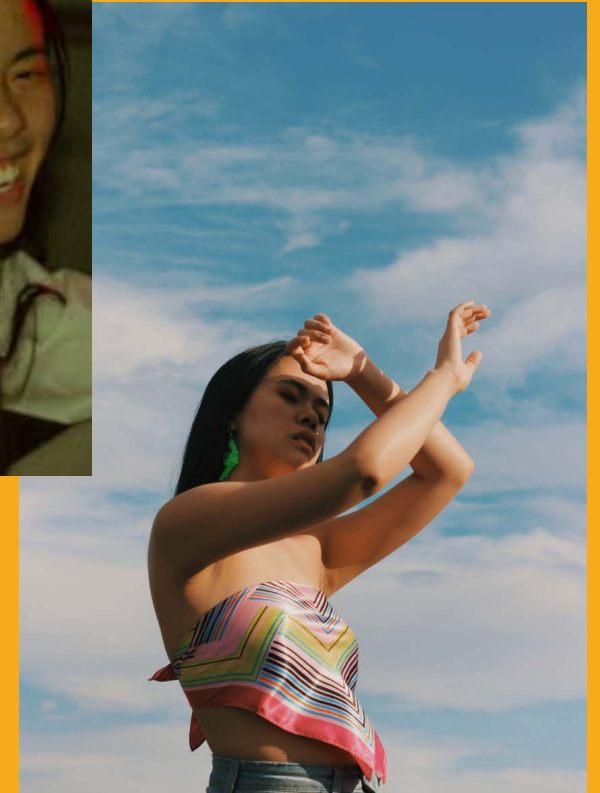


@therochellefish

SEPT 2020 MEDIA KIT
VISIT MY DESIGN FOLIO [HERE](#)

Hi! I'm Rochelle, a 21-year-old graphic designer, illustrator, photographer and content creator in Naarm (Melbourne). My online content generally covers fashion, design, art, dance, lifestyle and sustainability, all injected with a friendly, cheerful personality. Through my online platforms, I strive to bring joy, comfort and inspiration.



ROCHELLE OH
therochellefish@gmail.com
[youtube.com/therochellefish](https://www.youtube.com/therochellefish)
[@therochellefish](https://www.instagram.com/therochellefish)

youtube.com /therochellefish

YOUTUBE INSIGHTS
VISIT YOUTUBE CHANNEL [HERE](#)

FOLLOWING ————— 120K

RECENT VIDEO PERFORMANCE (SEPT 2020)

TOTAL VIEWS ————— 59.5K

TOTAL WATCH HOURS ————— 5.5K

AVG VIEW DURATION ————— 5:34

AVG LIKE/DISLIKE RATIO ————— 99.4%

IMPRESSIONS CLICK-
THROUGH RATE ————— 2.6%

COUNTRY ————— UNITED STATES (31.7%)

————— AUSTRALIA (5.4%)

————— PHILLIPINES (5.0%)

————— UNITED KINGDOM (4.7%)

————— CANADA (3.5%)

AGE ————— 13-17 (8.9%)

————— 18-24 (53.2%)

————— 25-34 (29.3%)

GENDER ————— FEMALE (90%)



instagram.com /therochellefish

INSTAGRAM INSIGHTS
VISIT [INSTAGRAM HERE](#)

FOLLOWING ————— 9.6K
ENGAGEMENT RATE ————— 8.7%

AVG STORY VIEWS ————— 500-1K
AVG LIKES ————— 800
AVG COMMENTS ————— 14

COUNTRY ————— AUSTRALIA (21%)
————— UNITED STATES (21%)
————— UNITED KINGDOM (6%)

CITIES ————— MELBOURNE (11%)
————— SYDNEY (4%)
————— SINGAPORE (3%)
————— BRISBANE (1%)
————— LONDON (1%)

AGE ————— 18-24 (63%)
————— 25-34 (23%)

GENDER ————— FEMALE (89%)



Ethics, transparency & experimentation are at the core of my creative practice. I am always striving to push boundaries and try something new, while being thoughtful, inclusive and considerate along the way.

I'm looking to work with brands with a genuine, grounded desire to push creativity and/or create thoughtful change.

Drop me a letter!

***therochellefish
@gmail.com***

