MORE QUEER CREATORS. MORE POSITIVE QUEER REPRESENTATION.

Happy Queer Media

2026 Happy Queer Media Roster

For all inquiries, email lauren@happyqueermedia.com

CAROLINE KLIDONAS

Caroline is a multi-hyphenate through and through: actor, writer, content creator, comedian. Her content spans classic movie, television, and real life tropes like friends-to-lovers slow burn, a classic space movie, the bartender who has seen too much, guy at a wine shop who absolutely loves his job, the rivals in a 2000s teen movie, divorced dad in a slice of life movie, and MUCH more. Her engagement and viewership are mind boggling - averaging about 1M views per post, per channel… even on sponsored posts!

Demo & Stats

1.4M
Followers

1M+
Avg. views

76%
Women

77%
> 34YO

50%
US-Based

Ad Examples

DOORDASH

hulu

Epidemic Sound

MATTRESSFIRM

Square

Channels

609K Followers

718KFollowers

53K Followers

SHANNON BEVERIDGE

With over a decade online as @nowthisisliving, Shannon has been representation for the LGBTQ+ community since she started her tumblr account in 2011. With over 2m followers, Shannon continues to create representation for the queer community through elevating and sharing others' queer stories on her hit podcast, The Alphabet Club, sharing her own life and journey, and creating music videos and portraiture for artists like Fletcher, Alyson Stoner, Joy Oladokun, and Ariana Grande.

Demo & Stats

2.1M Followers

8M+ Podcast DLs

90% Women

50% 25-34YO

45% US-Based

Ad Examples

PATREON

lyft

TOMBOY X

SONY

Hinge

Channels

609K Followers

360K Followers

662K Followers

4.9 stars | 6.7k reviews

MAK INGEMI

Mak Ingemi is a leading LGBTQ+ creator, comedian, and podcaster known for her sharp humor, highly relatable personality, and authentic perspective on queer life. With ~4M followers across TikTok, Instagram, and YouTube, Mak has built a deeply engaged community through content spanning comedy, fashion, lifestyle, and her experiences as a lesbian. Mak is also the co-host of Chosen Family, a popular podcast exploring sex, dating, relationships, and life as a queer person in America.

Demo & Stats

4M
Followers

350k
Avg. Reel views

80%
Women

88%
18-34YO

40%
US-Based

Ad Examples

OLD NAVY

Hinge

TOMBOY X

Dove

Channels

405K Followers

3.3M Followers

231k Followers

4.8 stars | 7.3k reviews

MATTEA INGEMI

Mattea Ingemi is a comedy creator known for turning her projects, adventures, everyday moments, cooking, and pranks/sketches into internet obsessions. She's built a massive, highly engaged audience, offering brands an engaging way to connect with Gen Z and millennial audiences. Mattea often creates content with her sister, Mak Ingemi. Their comedic chemistry and candid conversations about life, identity, and relationships have made them a natural duo. Regardless of what she's creating, Mattea has a natural instinct for entertaining audiences.

Demo & Stats

4.5M
Followers

700k
Avg. views (TT)

78 %
Women

85%
18-34YO

75M
Monthly Views

Ad Examples

seeking®

LOEWE

Channels

4.1M Followers

340k Followers

67k Followers

JESSIE PAEGE

Jessie Paege is a creator, musician, author, and one of the internet's most recognizable LGBTQ+ voices, known across TikTok (1M+ followers), Instagram (1.1M+ followers), and YouTube (1.7M+ subscribers) for building a deeply engaged Gen Z community. Jessie's content spans pop culture, relationships, mental health, identity, fashion, music, and everyday life. A lifelong guitarist and singer-songwriter, with over a decade of experience creating digital content and partnering with leading brands, Jessie combines platform-first creativity with genuine audience trust.

Demo & Stats

3.7M
Followers

1.7M
YT Subscribers

72%
Women

78%
<34YO

50%
US-Based

Ad Examples

CHEEX

wisp

tarte

Channels

1.1M Followers

1M Followers

1.7M Followers

GABI OVALLES

With a quickly growing, highly engaged audience, Gabi's androgynous style, confidence, huge personality, and laugh-out-loud humor drives massive positive engagement across platforms. Gabi is from the Dominican Republic, is a twin, and engaged to Mary Plotas, another hilarious creator. Her content revolves around fashion, and her incredible, funny and special relationships with Mary and her family.

Note: We frequently do collaborations with Mary.

Demo & Stats

2.5M Followers

1.9M TikTok Followers

84% Women

80%+ <34YO

45% US-Based

Ad Examples

NESPRESSO

Abercrombie & Fitch

TOMBOY X

PACSUN

Taimi

Virgin VOYAGES

Channels

606K Followers

1.9M Followers

38K Followers

ANJ PERSAD

Anj Persad is an Indo-Caribbean queer creator who celebrates authenticity, resilience, and the power of being different. A cast member on Round Table Game Show and half of the Breasties duo, she proudly represents masc-presenting women of color while challenging stereotypes with humor and confidence. Known for turning online hate into moments of laughter, Anj's content is rooted in joy, self-acceptance, and the reminder that no matter how tough life gets, it always gets better.

Demo & Stats

1.5M
Followers

40M
Monthly Views

78%
Women

65%+
18-34YO

65%
US-Based

Ad Examples

TOMBOY X

NOSHINKU®

Channels

504k Followers

661K Followers

417K Followers

MARY PLOTAS

With a quickly growing audience, Mary's unique blend of humor and vulnerability stand out. Whether she is pranking her fiancé, Gabi Ovalles, having an intimate "car talk" about her newfound queerness, or talking about beauty or fashion, Mary's channels continue to quickly climb with huge viewership and engagement numbers.

Note: We frequently do collaborations with Gabi.

Demo & Stats

240k
Followers

3M
Monthly Views

89%
Women

50%+
25-34YO

65%
US-Based

Ad Examples

GUESS JEANS

loop earplugs

Lovehoney

SUN CRUISER ICED TEA VODKA

Channels

59k Followers

183k Followers

HANNAH BECK

Hannah is a Chicago-based comedian, podcast host, and creator. She grew up in a conservative Christian cult(ish), leaving when she came out as gay and making the classic journey from cult member to stand up comic. If you haven't seen it, she has a series on TikTok and Instagram where she reads excerpts from her childhood diary. She also hosts a podcast called Cross My Heart. She is also doing a new series where she reacts to movies and TV shows she wasn't allowed to watch growing up.

Demo & Stats

307k
Followers

65%
US-Based

83%
<34YO

90%
Women

Ad Examples

Coming Soon!

Channels

62k Followers

245k Followers

CASEY TANNER

Casey Tanner MA, LCPC, CST (She/They) is a psychotherapist, author of Feel It All, founder of The Expansive Group, creator at @queersextherapy, and host of the dating show, Third Wheel. Casey has her masters in counseling with a specialization in sexual and gender diversity. Casey is a global thought leader in the field of gender and sexuality. She consults for brands, businesses, and universities around the world. They are a trusted advisor to audiences seeking to undo their sex miseducation, cultivate authenticity, and expand their relational imaginations.

Demo & Stats

450k
Followers

80%
Women

54%
25-34YO

Ad Examples

LELO

CHEEX

roadway moving

Channels

59k Followers

183k Followers

KATIA TEMKIN

Trusted by the biggest names, including Ariana Grande, Renee Rapp, Hailey Steinfeld, and more, Kat is a world renowned photographer, creative director, and animator. After making a name for herself in the music industry, Kat has broadened her work to include some of the most iconic brand campaigns (including Renee Rapp x Sweetgreen and R.E.M. Beauty). Kat has amassed a loyal social following built on her extreme creative talent.

Demo & Stats

187k
Followers

64%
Women

85%
<34YO

Ad Examples

Google

SONY

Channels

159k Followers

52k Followers

ALYX LIU

Alyx Liu is a celebrity hairstylist (most known for her work with Ariana Grande over the past decade), activist, and podcast host for her show PublicTRANSit. Her limited series podcast interviewed well-known trans actors, creators, musicians, and more, like Elle Deren, Vivian Wilson, Laurel Charleston, and Ivan Lam. The entire podcast was sponsored by TomboyX.

Demo & Stats

267K
Followers

75%
Women

85%
<34YO

Ad Examples

TOMBOY X

Channels

267K Followers

About Lauren

Hi! I'm Lauren. In January of 2025, I quit my job as a Director of Marketing. It was 3 months after having my second kid, and right after the economy began a nose dive. Always a good time to take a big career risk, right?

The condensed story begins after I went into remission for Lymphoma in 2019 and vowed to do work that made a difference in the queer community. Shortly after that, I met Shannon Beveridge. We worked on a campaign together and became fast friends. One day, several years later, I reached out to her with a proposition. You need a temporary manager; I need a temporary project to distract me from the layoffs/ tech industry nosedive. Let's work together til I find a job and you find a *real manager.* Then we started a podcast. A patreon. Built up a clothing line. Booked major brand deals. Went on a cross-country tour... and I fell in love with this work. So, I quit my job and started Happy Queer Media.

I've spent the past 15 years leading social, digital and performance marketing at agencies and in-house for brands like Marriott International, Volkswagen, Boston Beer Co., Kroger, Storyblocks and many more. This experience has translated to a powerful combination of business strategy and creativity. I bring a range of skills perfect to support growing LGBTQ+ creators - from production support to contract negotiations, and to understand what brands want out of collaborations. With a hands-on approach, each person I manage becomes a partner, with the goal of building a long-term and consistently profitable business by producing content that feels sustainable, enjoyable, and represents the queer community.

Thank You!

Don’t be shy, say hi! Email lauren@happyqueermedia.com