

MORE QUEER CREATORS. MORE POSITIVE QUEER REPRESENTATION.

Happy Queer Media





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. Now, with over 2m followers, Shannon continues to create representation for the queer community through elevating and sharing others' queer stories, interviewing guests on her hit podcast, and creating music videos and portraiture for artists like Fletcher, Alyson Stoner, Joy Oladokun, and Ariana Grande.

2.1m

followers

90+%

LGBTQ+ women

50%

25-34 years old

5.7m

YouTube views of podcast

2.1m

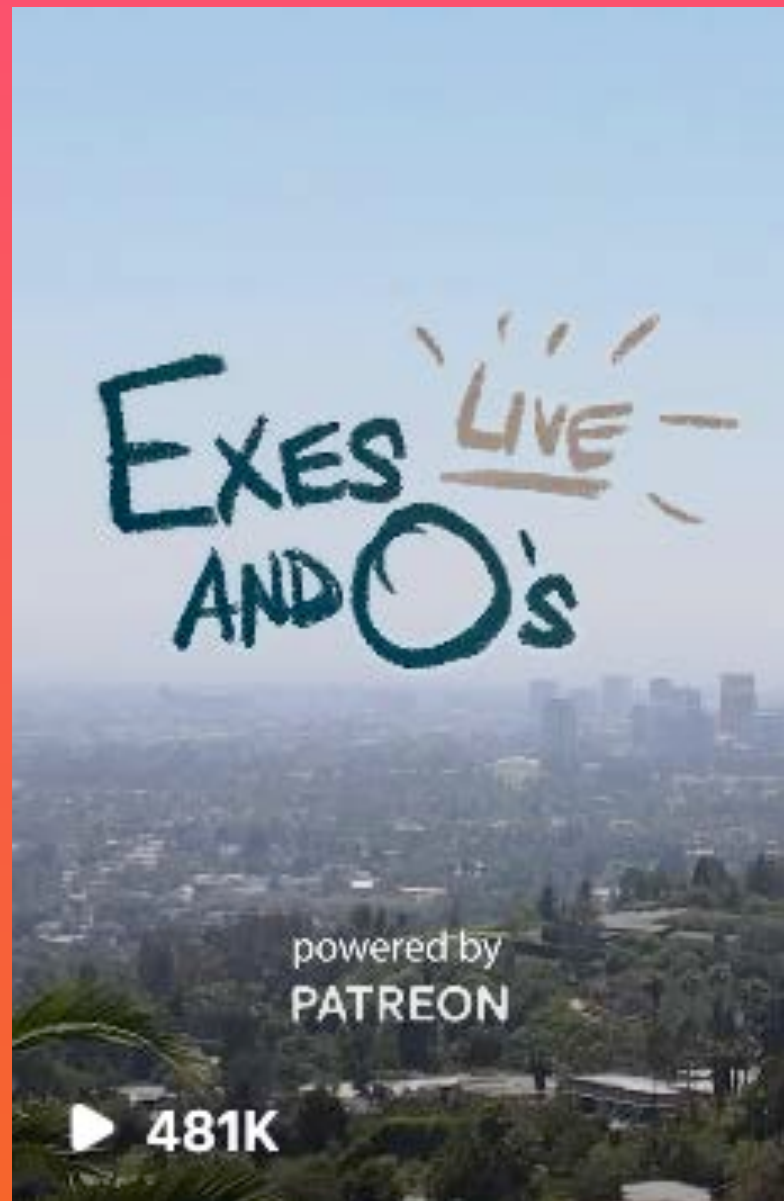
Streams on Spotify

950k

Streams on Apple Podcasts



INTEGRATION EXAMPLES



Patreon

a live podcast show for Shannon's fans - the coolest experience!



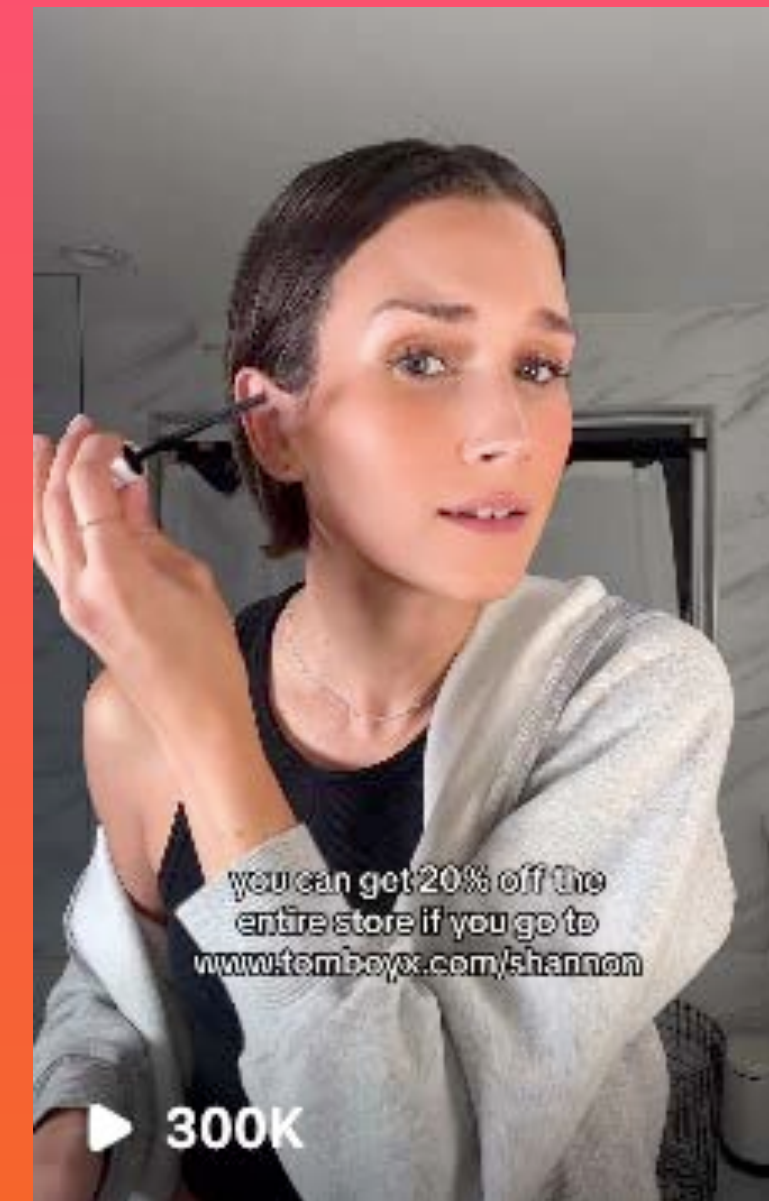
Expedia

featuring Toronto's incredible LGBTQ+ scene beyond Pride.



Hinge

showing how to use Hinge's BFF prompts with Zolita.



TomboyX

launching exes & o's with our first sponsor, a queer-owned intimates brand.



Lyft

an experiential campaign for the launch of Drive Away Dolls.



Sony

shooting friend's dating app profile pictures with the latest Sony camera.

HAPPY CUSTOMERS

a softlines brand

Hinge

SONY

“We acquired 200+ incremental customers within the first 45 days after our podcast and social integration.”
- **VP of Marketing**

“Shannon has the highest number of installs of any influencer that posted links in Q1-Q2!! We LOVE working with Shannon. It’s an amazing fit and she always hits the mark!”
- **Fiorella Raino, Partnerships at The Thirteenth**

“The team loved our partnership with Shannon and is eager to do more with her.”
- **Ilyssa Rudman, Celebrity & Influencer Relationships at Shadow**



GAROLINE KLIDONAS

Blurring the line between parody and sincerity, Caroline is a multi-hyphenate through and through: actor, writer, content creator, comedian. Her engagement and viewership on TikTok and Instagram shows how captivating and powerful her comedic work is. Plus, her ability to seamlessly integrate a brand into her work drives some of her biggest engagements, yes, on sponsored posts!

925k

followers

1.6M

avg. views on TikTok

990k

avg. views on Reels

81%

women

77%

<34 years old

52%

us-based



INTEGRATION EXAMPLES



Hulu
supporting the launch of
New Girl being syndicated
on Hulu.



DoorDash
promoting the DashPash
seamlessly during a
friends-to-lovers slow burn
comedy sketch.



Mattress Firm
supporting Mattress Firm's
Black Friday sale with an
enemies to lovers one bed
at the inn trope!



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.

1.5M

followers

40M+

avg. monthly views across channels

295k

avg. views on Reels

78%

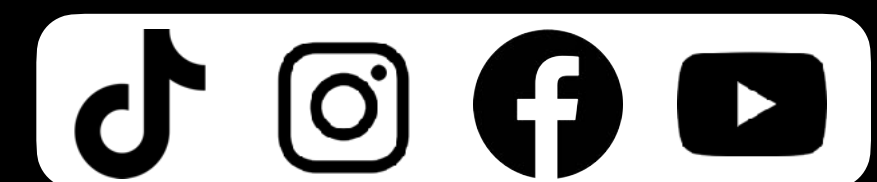
women

65%

18-34 years old

65%

us-based





GABI OVALLES

With a quickly growing audience of over 2.3M across channels, Gabi's androgynous style, confidence, and humor drives huge positive engagement. Gabi is from the Dominican Republic, is a twin, and engaged to Mary Plotas (next slide). Her content revolves around fashion, and her incredible, funny and special relationships with Mary and her family.

Note: We frequently do collaborations with Mary.

800k

Average Reels Views

2.5M

Followers

50%

25-34 years old

630k

Average TikTok Views

1.9M

TikTok Followers

60%+

US-Based Audience



INTEGRATION EXAMPLES



Pac Sun

Showing off Pac Sun clothing in Gabi's unique androgynous style.



Abercrombie

Gabi shows off her amazing smooth transition GRWM video with Abercrombie.



TomboyX

Gabi and Mary play a game to reveal the new line of bamboo rib TomboyX

Note: Gabi and Mary also did a photoshoot in TomboyX as a bonus gift.



NICOLE DANIELS

Nicole is a bilingual (French-English) actor and writer, creating character-based comedy on TikTok & Instagram. Some of her most-loved and recognized characters include: the non-profit boss, the craft story lady, the cool babysitting mom and dad, and the French maman. She is also known for her parodies of A24 Movies, HGTV, public radio podcasts, and period piece films.

311k

followers

140k

avg. views on TikTok

250k

avg. views on Reels

80%

women

74%

<34 years old

16%

TikTok ER



INTEGRATION EXAMPLES



Square

The Craft Story Lady has so much to tell you about Square hardware.



Adobe

Leveraging her viral non-profit boss character to use Adobe and bring the NP into the 21st century.



Sprout Social

A collaboration with Corporate Erin as her non-profit boss character to show off Sprout Social's features.



MARY PLOTAS

With a quickly growing audience of 139k on TikTok, Mary's unique blend of humor and vulnerability stand out. Whether she is pranking her fiancé, Gabi Ovalles, or having an intimate "car talk" about her newfound queerness, Mary's channels continue to quickly climb with huge viewership and engagement numbers.

Note: We frequently do collaborations with Gabi.

3m

Monthly Views

89%

Women

50%

25-34 years old



INTEGRATION EXAMPLES



LoveHoney

Promoting LoveHoney's Black Friday sale through gamified content!



Bellesa

A giveaway of Bellesa products, done in Gabi and Mary's earnest and funny approach.



Sun Cruiser

Taste testing the Sun Cruiser mixed pack!



CASEY TANNER

Casey Tanner MA, LCPC, CST (She/They) is a psychotherapist, author of *Feel It All*, founder of The Expansive Group, and creator at @queersextherapy. After coming out as queer at a college that expressly forbid “homosexual behavior”, Casey made it her mission to disrupt barriers to authenticity by pursuing 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, her expertise appearing in Oprah, Health, Cosmopolitan, Marie Claire, Health and InStyle. They are a trusted advisor to audiences seeking to undo their sex miseducation, cultivate authenticity, and expand their relational imaginations.

450k

followers

80%

Women

54%

25-34 years old



INTEGRATION EXAMPLES



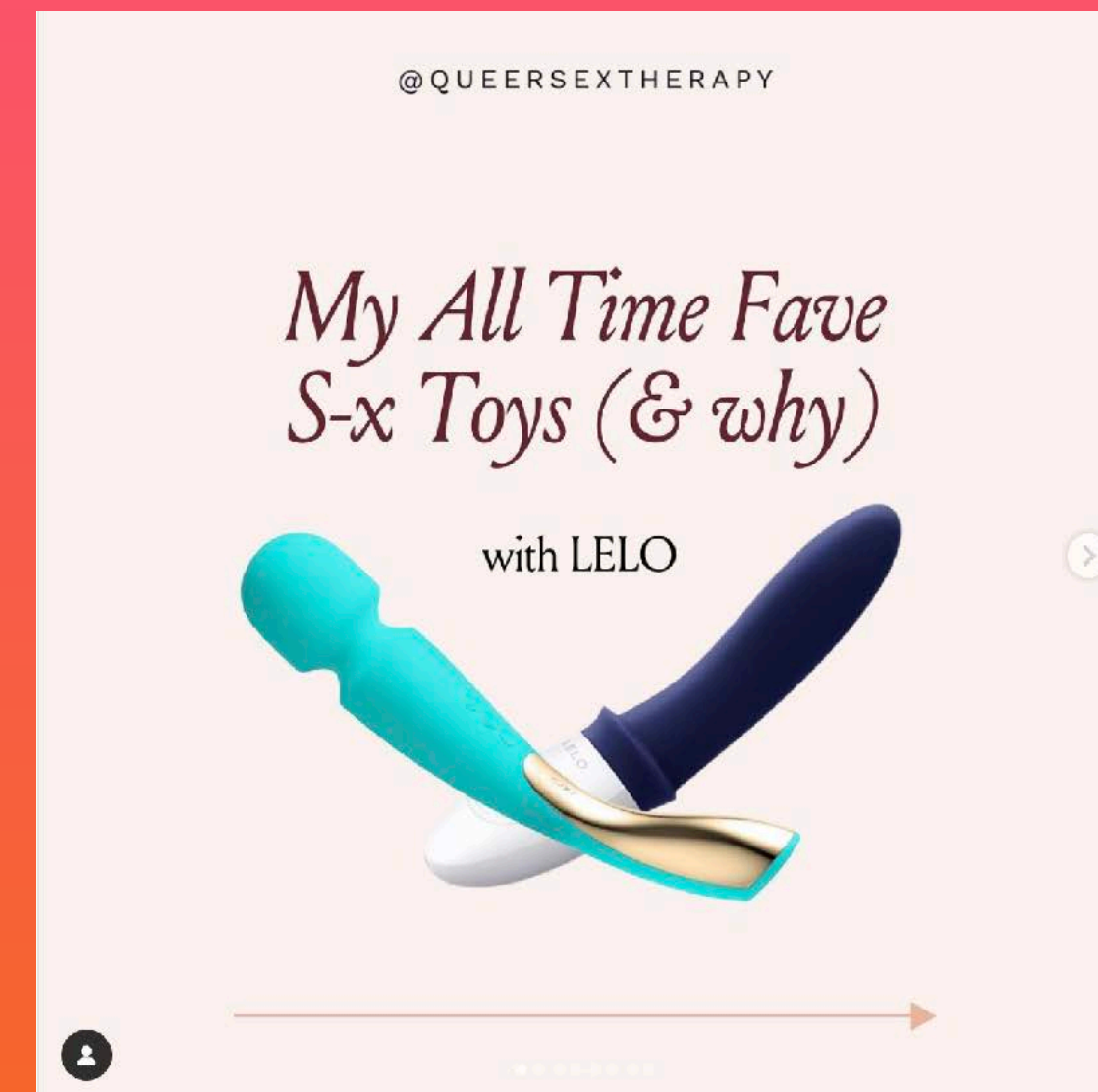
Cheex

explaining the benefits of ethical porn and sex education resources.



Roadway Moving

documenting her easy move across the country with Roadway.



LELO

reviewing sex toys from LELO.



KATIA TEMKIN

Trusted by the biggest names, including Ariana Grande, Renee Ramp, 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.

187K

followers

64%

Women

85%

<34 years old



INTEGRATION EXAMPLES



Sony
shooting friend's new clothing line with the latest Sony camera.



Google
a shoot for ICRYATWORK // amelia moore using the latest Google Pixel.

Thank You!

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

