



TONYA SEEVERS EVANS

2020 MEDIA KIT



# MEET TONYA

Tonya is a South Florida based branding and business strategist and influencer with an engaged audience across social media platforms. In addition to her 25 career year in marketing and public relations, Tonya has launched her own clothing line, worked as a freelance writer and now influencer to show women that fashion & beauty is a state of mind.

Tonya decided she wanted to support more women in creating businesses, social ventures and creating lives they love after working intimately with so many women as a coach and stylist and hearing their dreams and goals. Through the Gurl You Are Not Alone podcast and movement, courses, interviews, seminars and style tools, she wants women over 40 to know that their best life is yet to come and inspire all women to see their personal power, potential and beauty.



Get inspired, design a meaningful life  
& live fabulously ever after

A woman with long dark hair, wearing a bright pink long-sleeved top and matching pants with a black belt, is smiling and opening a large, heavy metal door. The door has a circular window and a silver handle. The background shows a staircase and a railing. The image is partially covered by a red vertical bar on the left and an orange bar at the bottom.

# OTHER OPPORTUNITIES

## **Gurl You Are Not Alone**

We share stories of black women strive to be authentic and transparent to share solutions and uncover new ideas. We provide tips & tools on business, beauty, family and wellness and interview experts. Gurl you are not alone helps women feel supported, seen and heard most importantly understand that...Gurl You Are Not Alone.





# INVISIBLE.

That's how many African American women over 40 are made to feel by the fashion and beauty industry. But these women know who they are, are confident and established, know what they want and have the knowledge and resources to go get what they want. They also make up 70-80% of all consumer purchases spend \$7.5 trillion each year on beauty. They are tech savvy, well traveled, and want to look and feel their best so they can savor the second half of their lives. It is never too late to live their dreams and now's their time.



# TOPICS

## F A S H I O N

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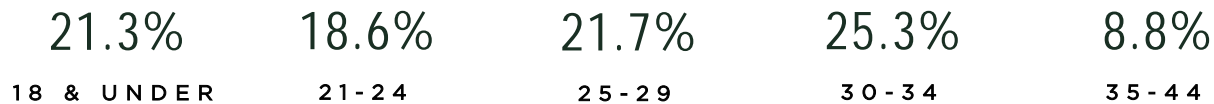
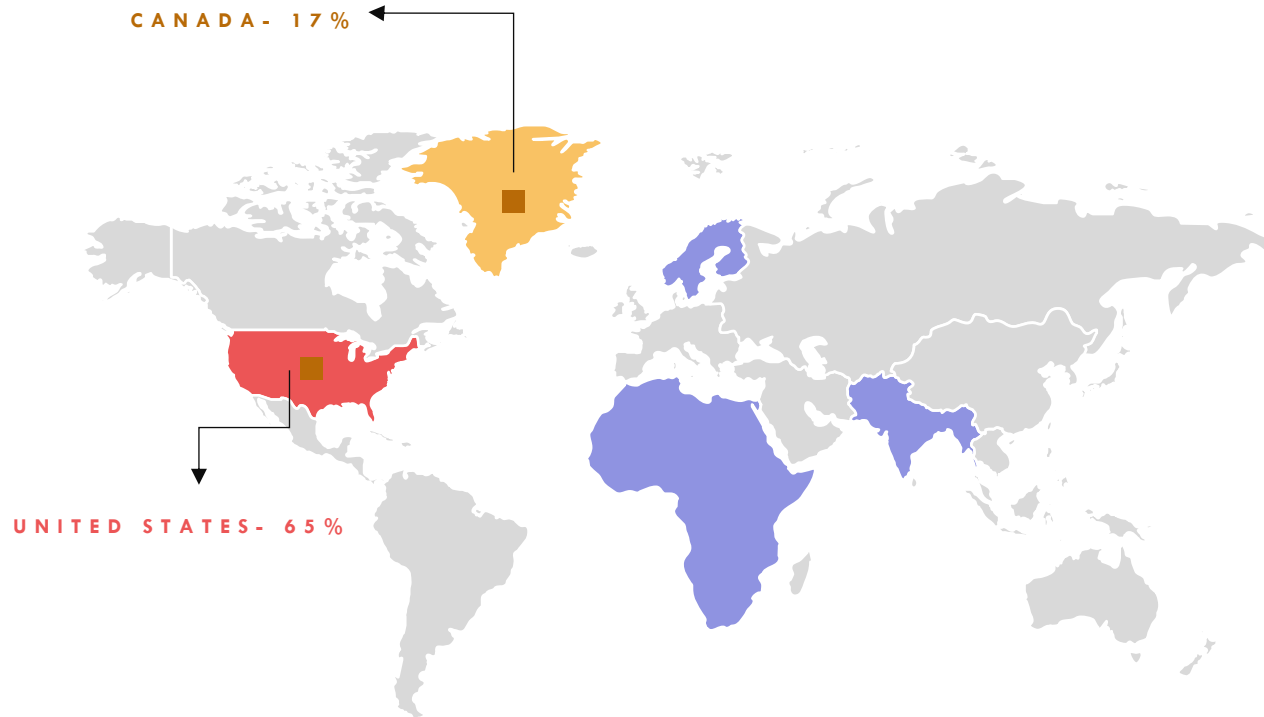
## W E L L N E S S

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## L I F E S T Y L E

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# TOTAL REACH



13.2k+

@IAMTONYAROCHELLE



2k+

@TONYASEAVERSEVANS



1k+

@\_TONYAROCHELLE



1200

EMAIL  
SUBSCRIBERS



# SPEAKING

Tonya is an engaging speaker and is passionate about bringing her message of style and beauty in all women, building a personal brand and women in business.





BRAND

# COLLABS



ERNO LASZLO  
NEW YORK





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