

LIFE MADE SIMPLY

HOME + LIFESTYLE WITH NIKKI EGDAMIN

MADESIMPLYCO.COM



SEATTLE, WA
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ABOUT NIKKI

Nikki Egdamin started creating YouTube videos in 2009 as a college student in her dorm room as her creative outlet. The popularity of her how-to videos sky rocketed her channel into millions of views. Fast forward to 2010, she shares life as a millennial mom, family vlogger and do-it-yourselfer. By sharing her own life experiences, advice and budgeting tips, she's able to connect with her audience in new ways. Her mission is to inspire others to make the most of life and how to keep things simple. In 2020, she reached a milestone of 100k subscribers on YouTube and launched her lifestyle brand website MadeSimplyCo.com.

105,000+

YOUTUBE
SUBSCRIBERS

15 MILLION

LIFETIME VIDEO
VIEWS

113,500+

TOTAL REACH



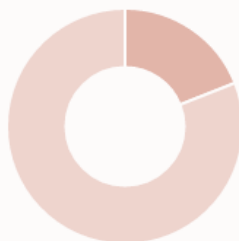
AUDIENCE DEMOGRAPHICS

Age Range



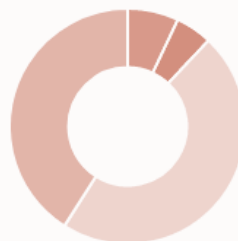
- 25-34 32%
- 18-24 28%
- Other 24%
- 35-44 16%

Audience



- Male 19%
- Female 81%

Countries



- India 7%
- UK 5%
- Other 47%
- US 41%

SOCIAL FOLLOWERS



7,000 FOLLOWERS



1,400 FOLLOWERS



1,200 FOLLOWERS

FACEBOOK/LIFEMADESIMPLY | INSTAGRAM/MADESIMPLYHOME | TWITTER @NIKKIEGDAMIN

NEW! INSTAGRAM/MADESIMPLYHOME

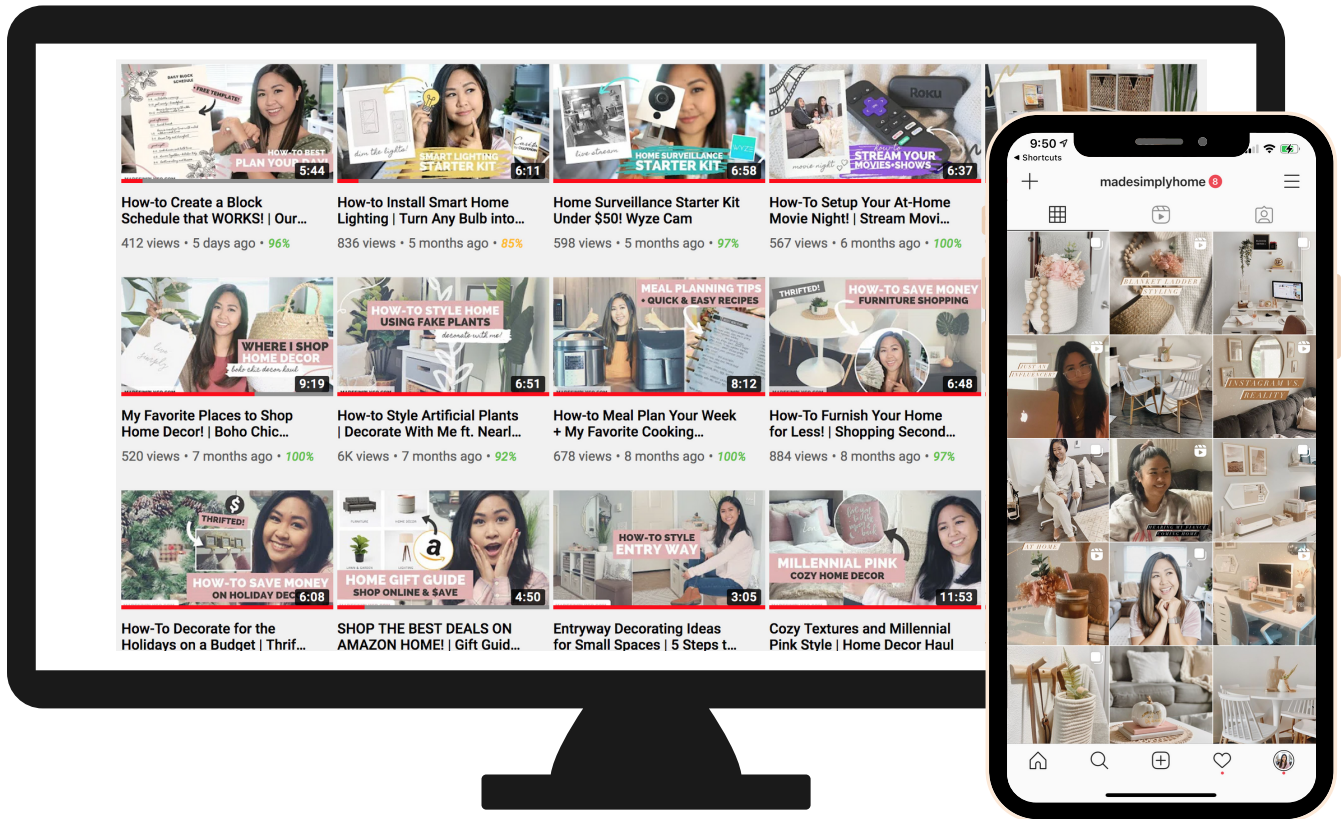
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YOUTUBE & INSTAGRAM BRAND CAMPAIGNS



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