

World Traveler & International Journalist

IMANI BASHIR

MEDIA KIT '20

www.sheisimanib.com

imabash@gmail.com



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WHO IS IMANI BASHIR?

Imani Bashir is a Black American Muslim traveler, international journalist, mother, and expat who has lived in 5 countries (Egypt, Poland, China, Malaysia, & Mexico). She focuses her work on being an ambassador for identity & aims to partner with brands invested in genuine diversity & inclusion.

METRICS & ANALYTICS

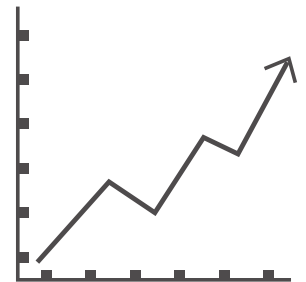
Facebook Reach: 3.6k

Twitter: 2.8k Followers

Instagram: 8.9k Followers

Reach: 24.8k **Engagement Rate-** 7.32%

Age: 25-44 **Demographic:** 77% Women- 23% Men



AS SEEN IN

GLAMOUR

**The
New York
Times**

**the
POINTS
GUY**

COSMOPOLITAN

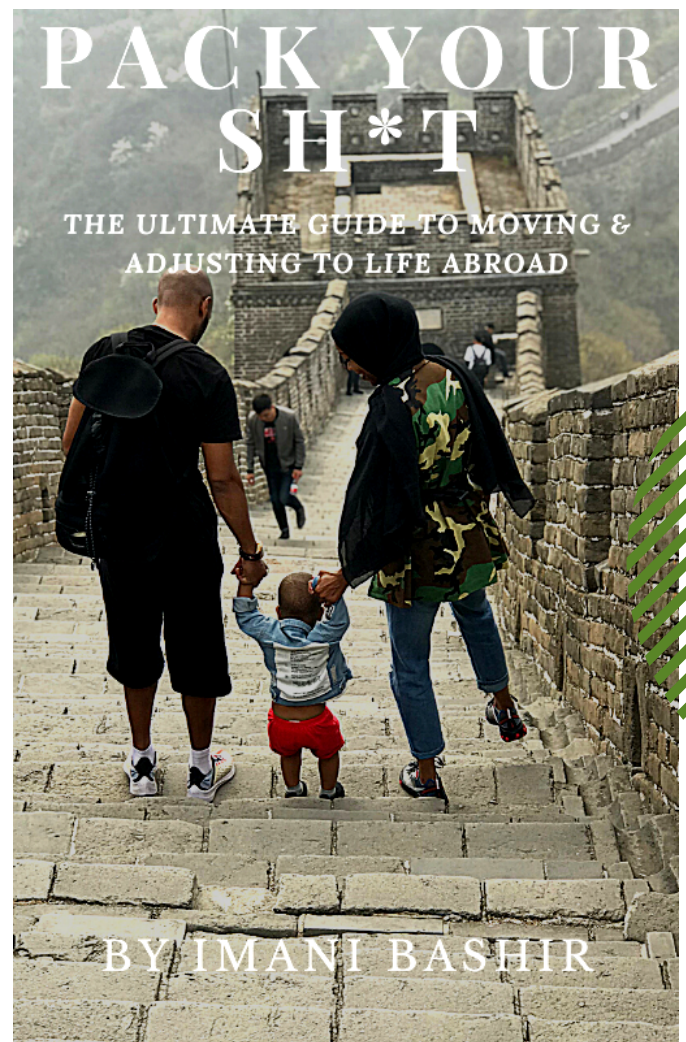
ESSENCE

IMANI BASHIR



Created the Follow The Takeoff Toddler children's book series with the main character drawn in the likeness of her 3-year-old son. This series is both a picture book that encourages foreign language learning, phonetics, geography, & history, but also comes in the form of a coloring book. Check it out [here](#).

Through her experiences of living overseas, meeting her husband abroad (Egypt), and giving birth outside America (Poland), Imani Bashir took a year to create the ultimate guide to moving and adjusting to life overseas. Her target audience is people who have yet to take a leap, but may be interested in creating a new life in a new country. It can be purchased [here](#).



WORK WITH ME



I represent a unique demographic as a Black, Muslim woman. Here's how we can work together:

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BRAND AMBASSADORSHIP

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PRESS TRIPS



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HUFFINGTON POST

UNEARTH WOMEN

FOX BUSINESS

INDEPENDENT UK

POPSUGAR

