Real life. Midlife. *No filter.*

Lifestylecreator/Women40+/Marriage, menopause humor, beauty & everyday favorites



MEET SHELLEY

A 51-year-old lifestyle creator, wife, mom, and corporate executive sharing the humor and reality of life after 50.

My content blends relatable midlife moments, marriage, family, beauty and everyday products I genuinely enjoy. I create content that feels like a conversation, not a commercial.

My audience is primarily women navigating midlife who appreciate honest conversations, relatable humor, and genuine recommendations about products that fit their everyday lives.

BASED IN ILLINOIS • U.S. CREATOR

1.5M	682,478	~2.18M
INSTAGRAM VIEWS RECENT PERIOD	**FACEBOOK VIEWS** RECENT PERIOD	**COMBINED VIEWS** RECENT PERIOD

Instagram: 30 days (Oct 3–Nov 1) • Facebook: 28 days

7K+	INSTAGRAM FOLLOWERS	7K+	FACEBOOK FOLLOWERS

Views are platform-reported, may include repeat plays and overlapping audiences, and are not unique reach.

LET'S COLLABORATE
Email: shocking2018@outlook.com

An audience that *gets midlife.*

INSTAGRAM AUDIENCE

74.2%	70.7%	68.9%
WOMEN	AGE 45+	UNITED STATES

87.6% English-speaking audience

CONTENT THAT CONNECTS

183K	Being in your 50s
120K	Marriage / obstacles
115K	Protective mom humor
104K	Firepit humor

Additional standout: 715K plays on a concert Reel.

WAYS TO PARTNER

Paid Partnerships | Sponsored Instagram and Facebook Reels, Stories and Posts
Gifted Collaborations & PR | Product gifting, reviews and authentic features
UGC Content Creation | Product demonstrations, tutorials and lifestyle videos for brand use
Long-Term Partnerships | Brand ambassadorships, affiliate opportunities and ongoing collaborations

Paid advertising rights, usage duration, exclusivity and deliverables are quoted per project.

Metrics provided via creator dashboard screenshots, Nov 3, 2026.

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