



Rye

LIFESTYLE INFLUENCER

## ABOUT

Hello there! I'm Mariah, but you can call me Rye if you prefer. I'm passionate about a few key aspects of my life, and these elements largely define the content I create. First and foremost, I have a deep love for travel and community, and I find immense joy in sharing these interests with the world. Furthermore, I'm an unabashed animal lover, a proud member of the LGBTQIA+ community, and I unapologetically embrace my dorky, creative side.

Majority of my content is Houston based which includes awesome places to visit and hang out, but even a little bit of a view into my life.

TikTok  
@ryeeewhiskey

**104K FOLLOWERS**

Instagram  
@ryeeewhiskey

**17.3K FOLLOWERS**

## MY AUDIENCE (TikTok)

- 85% women
- 91% ages 18-34
- Top cities: Houston, Dallas, and Chicago
- interests: lifestyle and things to do

**13%**

engagement rate

**1.7M**

monthly  
page views

**22K**

average shares  
per month

## BRANDS I'VE WORKED WITH

- Hooters
- Lemon8
- YMCA
- Amino Lean
- Nims Med Spa
- Shein
- Motel Rocks
- Affordable Furniture
- Secret Houston
- Sportsman's Bar and Lounge
- Thrifted Threads
- It Always Hurts Tattoo
- Old Garage
- Pasteko