

Nepo babies are the symbol of our broken meritocracy

A video essay written for The Take





I wrote scripts with The Take, a YouTube channel focused on media analysis and pop culture. Working with one of the channel's co-founders, I applied trendspotting, audience analysis, and audience-driven storytelling to deliver content that resonated with millions.



My highest-impact video essay?
"Nepo Babies Are The Symbol Of Our Broken Meritocracy"

“Nepo babies are the symbol of our broken meritocracy” garnered 650,000+ views and 2,000+ comments, proving it was the content The Take’s audience wanted.

By catching the growing nepo baby trend on TikTok (aka where youth culture is born) and bringing it to YouTube before it took off, I helped enhance The Take’s reputation as pop culture experts.

The data tells a story. But here’s the story behind the numbers.



Views: 653,050 | Likes: 15,000+ | Comments: 2,024



Before my script ...

TikTok view count: 9.5 M
YouTube videos: 5



1 year after my script ...

TikTok view count: 795.4 M
YouTube videos: 60+

When I pitched the nepo baby video script in 2022 ...

- **Videos with #nepobabies had 9.5 million views on TikTok.**
- **YouTube had 5 videos focusing on nepo babies in Hollywood.**

Recognizing a gap in YouTube content on the topic and a shift in online conversations around nepo babies, I capitalized on an opportunity for The Take to speak as an authority on pop culture while being ahead of their competitors.



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Both platforms show a massive spike in “nepo baby” content. In 2023 ...

- **Videos with #nepobabies had 795.4 million views on TikTok.**
- **YouTube had 60+ videos about nepo babies in Hollywood.**



A year later, the numbers showed how fast the “nepo baby” conversation went from niche trend to full-blown phenomenon.

Spotting this shift early meant getting ahead of the curve and creating content that resonated before the market was flooded with hot takes.

Bits of my script found their way onto The Take's Instagram, website, and the video's YouTube description.

Translation? My editorial impact doesn't stay in one lane — it drives engagement and copy across platforms.

My work is never solely focused on getting views or clicks (though, yeah, those are nice). I thrive when I make content that leaves a mark and makes my clients look good.

TL;DR? I spot trends, bridge platforms, and make your brand *the* authority.



Here's where you come in ...

Through my strategic insights and research, I'll help your brand stay current and connect with audiences before your competitors know what's coming.

Imagine what my approach could do for your brand's thought leadership or engagement metrics

If you're interested in working with me, email me at kelseyrosesanchez@gmail.com.



I'd love to bring this approach to your brand.