



Media Kit

FEMININITY | FITNESS | FINANCE

TYNECIA WILSON

contact@tyneciawilson.com



Instagram - tyneciawilson_

Tik Tok - tyneciawilson_

Through a blend of femininity, fitness, finance, and lifestyle, I empower women to become more confident, intentional, and secure in every area of their lives. As a media personality and interviewer, I also bring conversations, stories, and experiences to life. Sharing practical life tips, meaningful perspectives, and insights that help women navigate life, relationships, wellness, and wealth while stepping fully into their feminine power.

INSTAGRAM STATS | TIK TOK STATS (LAST 30 DAYS)

42.3K

Followers

80.3%

From US

90.3%

Women

2.7M

POST VIEWS

185.7K
Interactions

15.1K
Profile Views

8911

Followers

72%

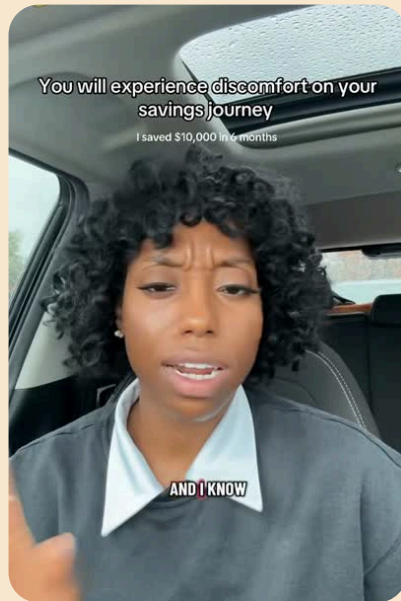
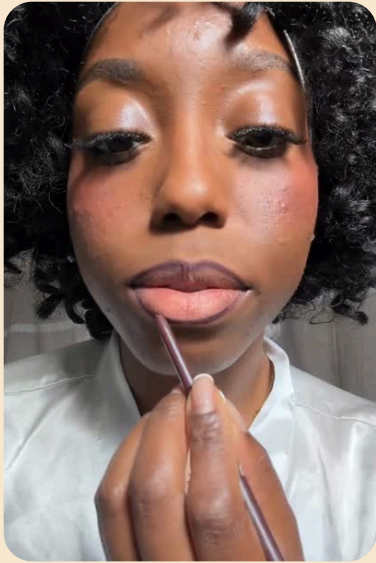
From US

973K

POST VIEWS

83%
Women

FEATURED CONTENT



Femininity | Fitness | Finance

- UGC Videos
 - Product testing
 - Product promotion
 - Beauty
 - Fitness
 - Tech
 - Feminine-focused
- Educational Videos
 - Viral Topics
 - How I lost 40lbs
 - How I saved \$10k in 6 months
 - How to become more attractive and feminine
- Lifestyle & Events
 - Recaps



FEATURED CONTENT

Soft Girl Sinks

*This series features videos with advice
on attachment, femininity, soft living,
and financial wellness*

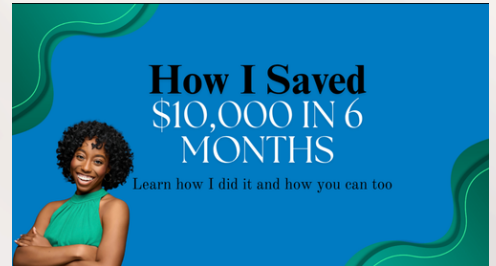


Click to watch on Tik Tok



Ebook Success Metrics

Tynecia Wilson creates digital products that help women improve their health, finances, and daily habits with clear, actionable strategies. Through relatable storytelling and strong audience connection, her e-books drive results, build community, and turn intention into real, measurable growth.



Performance Highlights

6,375+

Total Store Visits

588

Digital Products Sold

9.2%

Conversion Rate

Audience & Global Reach

- **Primary Market:** United States (**81%** of Traffic)
- **International Presence:** Strong engagement across Canada, UK, South Africa, and Nigeria.
- **Top Channels:** High organic discovery via Direct Search, Instagram, and TikTok.

Product Impact

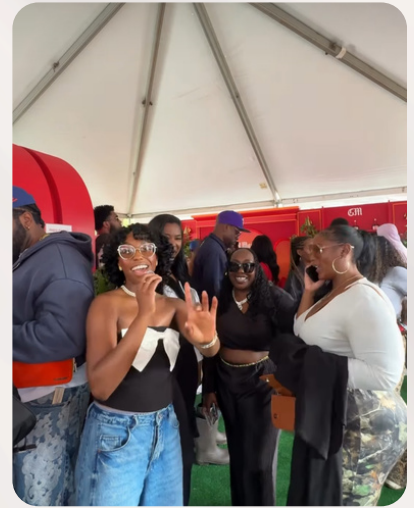
- **Wealth Workshop Template:** 290+ Students Empowered
- **High Yield Savings Guide:** 260+ Copies Distributed
- **Financial Growth E-book:** 115+ Readers Reached

Interviews

Tynecia turns interviews into moments and voices into movements. Fun, authentic, and always on beat with the culture



@laybankz
1M Followers



2025 Roots Picnic

SERVICES

INTERVIEW HOSTING

Authentic conversations with artists, entrepreneurs, and leaders (live, virtual, or pre-recorded)

EVENT COVERAGE

Covering panels, festivals, and cultural events with stories that bring the energy to life, from the big moments on stage to the behind-the-scenes magic

REELS

Engaging reels that mix interviews, behind-the-scenes moments, and cultural highlights crafted with trending audio to spark connection and conversation.



@nataliteevamarie
6M Followers



@octobertheking
438k Followers

Community Feedback

A community built on connection, growth, and real transformation.



furreallifestyle I love this! Keep going! As someone who's been a serial saver for over 20 years, I can tell you that the habits you're building now will shape your future. Saving may not always look exciting, but financial freedom is worth every sacrifice. ❤️



karenmcox [@tyneciawilson_](#) I LOVE that you are doing this ❤️ ❤️ every woman needs to see this and learn !!!

2w 2 likes Reply ...



parisalexa One of my favorite transformations 🥰

3d 1 like Reply ...



aas.____ I agree engaging into things when we ain't even together. Find ya self wasting time and good energy on temporary situations that wasn't even built for us to maintain clearly. We playing roles for just for the time being ssa people



imaniimansnejder great point👍

4 d 1 like Reply ...



s.siiraj This is motivation! You look great & im sure you feel even better!!!🙌

1d 2 likes Reply

MY SERVICES

→ INSTAGRAM POST/REEL

Custom branded reels with storytelling, trending audio, and a soft girl aesthetic that boosts brand relatability and shares.

→ TIK TOK POST

Short-form video using viral hooks and emotional captions tailored to your product/service, filmed in a luxe, soft-living setting

→ USER-GENERATED CONTENT

Aesthetic product showcases, routines, or soft girl moments created for your brand's page (not posted on mine). Includes 1 video or photo carousel.

Add-ons: Voiceover, Product Unboxing, Scriptwriting, Usage Rights



PLANET FITNESS
Health and Wellness

Previous Collaborations



ELLIS & CO
Luxury Hair Care



CULTURE POP
Probiotic Soda for Health



WILD
Clean Body Care

Let's co-create
soft girl magic.
Contact me to
collaborate!



Tynecia Wilson

FEMININITY | FITNESS | FINANCE

CONTACT



EMAIL - CONTACT@TYNECIAWILSON.COM

PHONE - 267-324-2429

MAILING ADDRESS - PROVIDED FOR PRODUCT SHIPPING

Instagram & Tik Tok - [tyneciawilson_](#)