

THE
wholehearted
WARDROBE

2020 MEDIA KIT

Hello.

Hi, I'm Kellie. I'm a marketing communication professional, blogger and freelancer. Thanks so much for your interest in *The Wholehearted Wardrobe!*

By day, I work in the sustainability industry as a marketing and communication manager. By night, I am a passionate sustainable and ethical fashion blogger, freelancer and animal rescue volunteer.

I have 8+ years' experience in communication, including in blogger and influencer programs, and ~4 years' experience in the sustainability space.

I live in Stamford, Connecticut with my husband and three rescue cats- Luna, Ares and Magnolia.





About *The Wholehearted Wardrobe*

I began writing *The Wholehearted Wardrobe* in September 2017 after realizing that years of fast-paced work in the PR industry – including in the fashion and beauty space – had stressed me out, led me to overconsume and kept me hyper-focused on the latest trends. I had more clothes than ever – so why wasn't I better dressed?

This blog started as a small space to document my journey to a smaller, more responsible closet, but I soon connected with the larger sustainable fashion community and a wonderful, engaged audience.

Readership

Instagram Followers: 9,130

Facebook Followers: 230

Twitter Followers: 1,740

Social Engagement Rate: 4%

Average Monthly Pageviews: 3,000



Brands I've Worked With Include...



Azura Bay

**ALICE +
WHITTLES**

BRASS



CAUSEBOX

EVERLANE



MEJURI

nordgreen
COPENHAGEN

**PUBLIC
GOODS**

organicbasics.

pact

TRADLANDS

VETTA
capsule

I would love to learn more about your brand story and have the opportunity to authentically and wholeheartedly share it with my readers.

To discuss partnership details, please get in touch:

kellie@wholeheartedwardrobe.com