

# AMANDA ABELLA

## Spokesperson Media Kit



Personal Finance and Business Expert  
Amazon Best Selling Author  
Creator of Make Money Your Honey®  
Brand Ambassador  
[www.amandaabella.com](http://www.amandaabella.com)

### CONTACT

Email: [amanda@amandaabella.com](mailto:amanda@amandaabella.com)

Phone: (786) 424-9811

# ABOUT AMANDA ABELLA

Amanda Abella is a sought-after Latina millennial finance and entrepreneurship expert who is fully bilingual in verbal and written English and Spanish. After struggling to find a job for several months when she graduated from college in 2010, Amanda realized she needed to learn important life skills that would help her get ahead in her career and her finances.

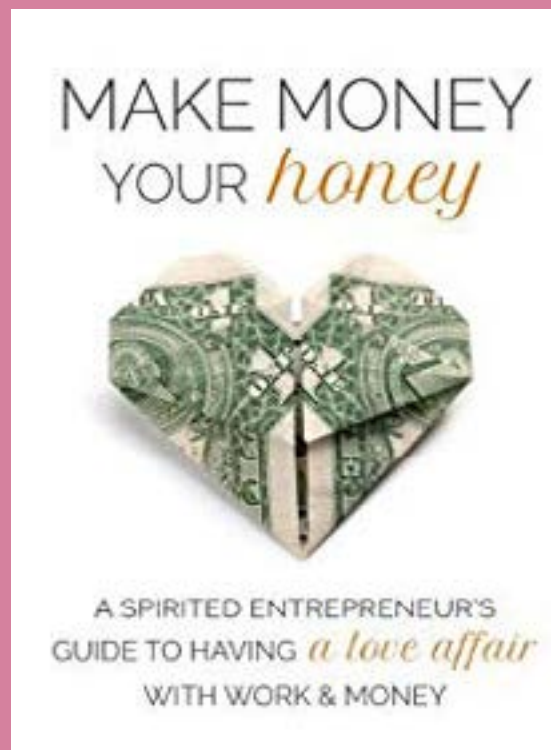
She started blogging about her financial journey in November and has since created a community of over 30,000 (and growing) email subscriber channels and podcast listeners. Millennials and Gen Xers come to her seeking business and financial advice, support and encouragement.

As the daughter OF Cuban immigrants, Amanda also seeks to empower the LatinX community to improve their finances. She has worked as a marketing consulting for companies seeking to reach and engage that market. Amanda's work. She is also regularly quoted in large media outlets such as [Forbes, Inc.](#), [Business Insider](#), [USA Today](#), [Mint](#), [NerdWallet](#) personal finance sites such as [Rockstar Finance](#) and podcasts such as [Entrepreneur on Fire](#), [Stacking Benjamins](#), and [Side Hustle Nation](#).

Amanda's background in HR, business development, positive psychology trainings and and personal finance help her create content that teaches her community the steps to gain financial confidence and literacy while overcoming financial challenges.

# ACCOLADES

- +Best Personal Finance Blogs for Millennials at the 2015
- +Plutus Awards and was the recipient of the 2016 Best Designed Personal Finance Plutus Award.
- +Two-time recipient of the Best Finance Blogger Award from South Florida Bloggers for 2016 and 2017.
- +USA Today



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## COMPANY BIO

Amanda developed Make Money Your Honey in 2013. This came as a result of interviewing over 100 blog readers and social media followers about their thoughts and attitudes toward money. She quickly learned her community was feeling very anxious about all aspects money - from making it to managing it. She also noticed that what her audience truly wanted, was to learn how to have a balanced relationship with money where they can earn, save, invest and spend in accordance with the kind of lifestyle they want.

And so, in 2014, Amanda launched her bestselling book, Make Money Your Honey. Since then, the brand has turned into a podcast by the same name and training programs for bloggers who want to make money and have fun while doing it.

### FEATURED IN

dw  
DAILY WORTH

THE  
HUFFINGTON  
POST

Forbes

YAHOO!  
FINANCE

seventeen

mint

Kiplinger

BUSINESS  
INSIDER



## BLOG STATS

- ▶ **Email subscribers:** 4,000
- ▶ **Page views:** 8,000 - 10,000 a month

## MEDIA STATS

- ▶ **Podcast and Radio Interviews:** 200+
- ▶ **Written Content:** 4200+ articles
- ▶ **Videos for clients:** 200+

## AUDIENCE DEMOGRAPHICS

- ▶ **Age:** 41.48% 25-34, 20.79% 18-24, 35-44%
- ▶ **Gender:** 73.99% female, 26.01% male
- ▶ **States:** Top states: California, Florida, New York, Texas, Illinois.
- ▶ **Cities:** New York, Chicago, Los Angeles, Miami, Washington D.C., Dallas

## WHY PARTNER WITH AMANDA

- She's a top performer for the brands she partners with because she intimately knows what goes on in the mind of her audience and the type of content that moves them
- She's a nationally recognized expert in her field
- She has a large bilingual, Latino following in Florida, CA, NY and Texas
- Amanda can deliver content, both verbally and written in English and Spanish depending on client's needs
- She has a decade of working in the financial field
- She's a certified professional coach and has interviewed hundreds of individuals about finance, business, mindset and positive psychology

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## SOCIAL NUMBERS



15,700+



23,000+



2,724+



4,000+



1,500+

# SPEAKING ENGAGEMENTS

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Amanda regularly creates and delivers workshops and lectures for various organizations. Sponsorship and brand ambassador opportunities are available during events.

- ▶ **South Florida Bloggers 2017**
- ▶ **Consumer Credit Summit 2017**
- ▶ **Card Forum 2017**
- ▶ **Miami Arts Marketing Council 2017**
- ▶ **Miami University of Art and Design 2017**
- ▶ **Purse Empowerment 2017**
- ▶ **Collab Miami 2017**
- ▶ **Pipeline Workspaces 2017**
- ▶ **Ft. Lauderdale Chamber of Commerce Women's Council 2017**
- ▶ **The Financial Blogger Conference 2013, 2014, 2015, 2016, 2017**
- ▶ **Femcity 2014, 2015, 2017**
- ▶ **The Levo League 2013**



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## AMANDA'S CONTENT AND FOCUS

### PERSONAL FINANCE TOPICS INCLUDE:

- ▶ Credit Cards
- ▶ Debt Repayment (credit cards, loans, etc.)
- ▶ Budgeting
- ▶ Negotiating
- ▶ Investing
- ▶ Saving
- ▶ Shopping
- ▶ Credit Card Rewards
- ▶ Student Loans
- ▶ Scholarships

### BUSINESS TOPICS INCLUDE:

- ▶ Online Marketing
- ▶ Personal Branding
- ▶ Web Hosting
- ▶ Web Services
- ▶ Sales
- ▶ Networking
- ▶ Speaking
- ▶ Side Hustles

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### WHAT AMANDA DOES WELL

#### ▶ SATELLITE MEDIA TOURS

Have Amanda Abella serve as your bilingual spokesperson for TV and radio tours.

#### ▶ SPONSORED VIDEOS

We will produce videos in English and/OR Spanish to highlight your brand or product on YouTube, Facebook, Instagram and our blog

#### ▶ CUSTOM CONTENT

We'll create culturally relevant and engaging content for your brand or client, in English, Spanish or both languages.

#### ▶ BRAND / PRODUCT / EVENT AMBASSADOR

Let us represent you at company events, hosting consumer events, implementing social media campaigns or conferences.

#### ▶ SOCIAL MEDIA TAKEOVERS

We offer a variety of opportunities for brands leveraging Facebook, Instagram + Twitter.

### IDEAL PARTNERSHIPS

- ▶ Financial institutions
- ▶ Banks and Credit Unions
- ▶ Colleges and Universities
- ▶ Insurance companies
- ▶ Tax programs
- ▶ Financial platforms

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# PAST AND CURRENT SPOKESPERSON WORK

better

Capital One

intuit.

COMCAST BUSINESS

SUNTRUST

intuit turbotax.

FLORIDA PREPAID  
Starting is Believing

intuit quickbooks.



# MEDIA MENTIONS

The Dallas Morning News

seventeen

msn MONEY

Betterment

GO BankingRates

NATIONAL EDITION  
Deseret News

THE HUFFINGTON POST

mint.com

Chicago Tribune

Forbes

Experian

Kiplinger

YAHOO! Finance

THE MONEY & MEDIA FINCON

BUSINESS INSIDER

dw DAILY WORTH

ENTREPRENEUR ON FIRE

Latest Now  
SO MONEY  
Famously Torabi

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# BRAND AMBASSADOR/ SPEAKING RATES

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## ▶ Sponsored Posts

Posts in English or Spanish have a minimum of 300 words, original photography, and can include no-follow links to a retailer, Facebook page or website depending on the client's needs. Each post includes 1 tweets, 1 Facebook post + 1 Instagram photo on Amanda's page

## ▶ Sponsored Video

- Basic lighting and audio, includes up to 3 minutes of video, with Amanda Abella as talent, speaking about brand or product in casual settings
- Organic integration of product/campaign/platform.
- Embedded on Amanda's website, along with a blog.

## ▶ Media Tour

Amanda can be hired as talent in both English and Spanish for your branded satellite or radio media tour. She can organically deliver your talking points to television and radio stations. Per keynote message (speaking)

## ▶ Keynote Talk + Workshop Educator

Bring Amanda into your conference, corporate/non-profit/community event or celebration to deliver up to a 60 minute keynote or up to a 2 hour workshop

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Travel expenses, hair, makeup and category exclusivity are additional. Other ways of collaborating are also available, including longer term partnerships. We understand each project is unique and are happy to talk with you about your client's needs.

For Amanda's availability or to discuss a custom partnership, please contact Amanda's manager Johanna Voss | [Johanna@johannavoss.com](mailto:Johanna@johannavoss.com) | 508 524 1726



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