



DionneDeann.com

Luxury taste. Thrift store budget.



media



blogging



styling



shopping



About Dionne

Dionne received her Bachelors in Consumer and Textiles Sciences from Florida State University, Masters in Cultural and Educational Policy Studies from Loyola University and has completed doctoral coursework in Higher Education at Florida International University. Dionne began her merchandising career in the Macy's Executive Training Program, working as an Assistant Buyer for Rich's/Lazarus/Goldsmith's/Macy's. As a visual merchandiser, Dionne has completed assignments for such brands as Lacoste, Not Your Daughters Jeans, Nike and Wrangler and completed floor resets and mannequin displays in retailers Macy's, Neiman Marcus, Saks Fifth Avenue, Nordstrom and Bloomingdale's. As an education professional, she has held the positions of Youth Development Coordinator, College and Career Coach and Senior Academic Advisor. Dionne is currently Lead Faculty of the Fashion Merchandising and Retailing Program at Johnson & Wales University North Miami.



Good Morning Texas

Viewing audience: 40,837

Previous segments include:

Fall nail trends

Makeup inspired by the small screen

Spring 2015 Pantone: Aquamarine

2016 Pantones of the year; Serenity and Rose Quartz

Glowing skin from within

Brands partnerships:

Lancome

BECCA Cosmetics

Anastasia Beverly Hills

Bare Minerals

Ouidad

L'oreal

Korres

YouTube (April 2019)

Lifetime views: 1,200,000

Approx. 13,000 followers

55,000+ monthly views

424,000 + watch time monthly

Gender:

Male 15%

Female: 85%

Top Geographies:

US 75%

Canada 5.9%

UK 2.8%

Watch Tme by Age:

18-24: 7.2%

25-34: 14%

35-44: 22%

45-54: 26%

55-64: 24%

65+: 6.9%

Traffic sources:

Suggested videos: 42%

Browsed videos: 29%

YouTube search: 8.2%

External: 5.51%

DIONNE
Styled by
DEAN

TOP 5



[Other analytics](#)

DionneDean.com

1,570 page views monthly

Instagram

Approx: 6,700 followers

Pinterest

913+ followers

9K pins

Avg. daily viewers: 14,613

Avg. monthly viewers: 64,578

Avg. monthly engaged: 730

Facebook

700+ followers

Sponsorship opportunities

Social media per post cost: \$100

- Mention in YouTube vlog
- 1 product tag on Instagram story
- 1 Instagram Outfit AND/OR product posts
 - 1 Pinterest post

Vlog sponsorship \$300

- Includes one 10-15 minute video
 - 1 Instagram post
 - 5-10 second Instagram stories
 - 1 Pinterest post

CONTACT & SOCIAL MEDIA:

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YouTube: [Dionne Dean](https://www.youtube.com/DionneDean)

Facebook: [StyledDionneDean](https://www.facebook.com/StyledDionneDean)