



Alyssa Sumption

Owner of Social Assumptions

Social Media Manager + User
Generated Content Creator

Alyssa is a Social Media Manager in Grand Rapids, MI. She has always known she was meant to be a business owner, now she helps other female entrepreneurs with creating on-brand content for their brands or businesses. Through services, digital products, user-generated content, or just the daily tips she posts on her social media profiles.



11,000+

Instagram Followers



388K

July 2023 Instagram
Reach



40K

July 2023 Content
Interactions



4,000

Email Subscribers

Demographics

GENDER

Female: 81.8%

Male: 18.1%



TOP COUNTRIES

United States + Canada 45%

European Countries 30%

AGE RANGE

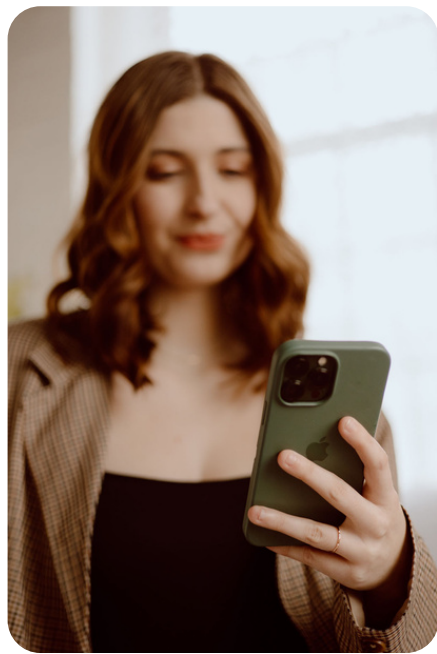
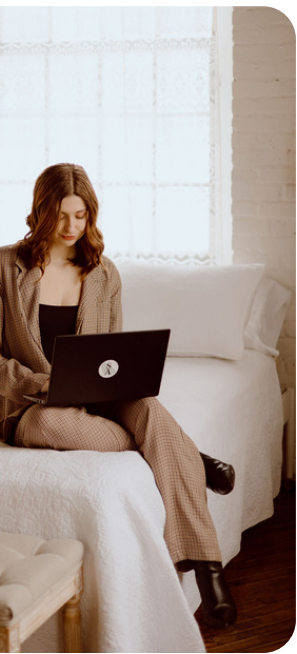
25-34 45.8%

18-24 23.2%

35-44 18.7%



FOR INQUIRIES: alyssa.sumption@socialassumptions.com | @socialassumptions



Social Media Partnership Services

All services can be packaged in multiple quantities to get a bulk discount. Please check for current rates.

Sponsored Instagram Reel

15-30 Second reel describing the product or service. Script written and approved beforehand.

Sponsored Instagram Carousel Post

10 Slide Instagram Carousel describing the product or service.

Instagram Story Series (5)

5 Part Instagram story posts talking authentically about a product or service.

6 Month Sponsored Instagram Highlight on Instagram Profile

Brand Placement on Blog Post

Brand Placement on Email Newsletter

Sponsored Instagram Live with Brand Account

Brand Placement on all Social Channels (Instagram, Linked In, Pinterest, Tik Tok, Email)

Instagram Stats

10k	FOLLOWERS
28K	AVERAGE POST REACH
14%	AV. ENGAGEMENT %
5	AVERAGE WEEKLY POSTS
14	AVERAGE WEEKLY STORIES

Signature Topics

- ✓ Instagram Growth
- ✓ Content Creation
- ✓ Social Media Marketing
- ✓ Entrepreneurship

Additional Services

Affiliate code sharing on social

Raw video or photo footage

Advertisement Rights (charged on a monthly basis)

Adding @socialassumptions as a Collaborator on Post

Client Feedback:

"Nice choice of framing and shots. It goes well with our brand aesthetic. Looking forward to working with Alyssa again ❤️"

Willowy, UGC Lifestyle

Photo

"Absolutely amazing work! We love working with Alyssa for our campaigns. She always provides content that is on brand and authentic."

Grove Co., UGC How-To Videos

Brands I have worked with:



Rare Beauty
BY SELENA GOMEZ

smashbox
LOS ANGELES

Grove Co.TM



Milk
MAKEUP

peach
not plasticTM

benefit
SAN FRANCISCO

Living proof.[®]



User-Generated Content Services

UGC Video Creation

1-10 User Generated Content styled videos to post on your socials. Scripts are written and approved before content is filmed.

Content Examples:

- How to Video
- Unboxing Video
- Product Review
- Product Demo

UGC Photos

1-10 User Generated Content styled photos to post on your socials. Concepts are written and send for approvals beforehand

Content Examples:

- Selfie with Product
- Product Demo
- Lifestyle Shot
- Product Only
- Flat lay
- Styled Stock Shoot

Additional Services

Raw Video or Photo Footage

Advertisement Rights
(charged on a monthly basis)

Get in Touch!

✉ alyssa.sumption@socialassumptions.com

🌐 socialassumptions.com

Please feel free to reach out for any questions.