

# Nadia Kishlan

@skinnykatwoman

Sustainable Fashion | Wellness | Mindful Ways of Being



Hi, my name is Nadia.

## **Content with purpose.**

My journey towards leading a more mindful way of living began in 2017, when I started to question the role I had as an individual with the power to empower others.

## **My goal is to inspire my followers to grow into their best selves.**

I use my platform to bring awareness to a variety of issues in the hopes that it will inspire just 1 soul to reexamine the way they consume things. By being mindful of the energies I put out, I exercise care in producing content that matters.

So far, I've created for brands that are conscious of their contributions in sustainable fashion, being climate positive, using sustainable sources in their products as well as those that give back to communities.

# Platform Insights At A Glance

📷 @skinnykatwoman

## Followers

8.7k

## Average Reach

3k - 6k

## Engagement Rate

4% - 6%

## Top Audience

Female 25-34 years

## Audience

Female 70%

Male 30%

Adults (21yrs & above) 86%

## Audience Top Countries

Singapore 37%

United States 12%

Australia 5%

United Kingdom 5%

Malaysia 4%



# Past Collaborations

## Campaign Objectives

- To raise awareness of being eco
- Show how easy it is to practice eco habits
- Increase engagement on [@thegreencollective.sg](https://www.instagram.com/thegreencollective.sg)

## Snippets of Content

**#TopsyTuesday**  
November Edition with @skinnykatwoman

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**How Did I Start My  
'Conscious Consumption' Journey?**

I've written this in great detail in my article 'Glowing Up For Mother Earth: My Journey To Conscious Living', which you can navigate on my website (tap link on my IG profile!). In a nutshell, I didn't turn 'green' overnight. It came about through a series of personal learning experiences, and conversations with like-minded people!



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@skinnykatwoman's #TopsyTuesday  
Lesson 1: MEDITATION

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I've adopted the habit of mindfulness in every aspect of my life.

Mindfulness has allowed me to make better choices, especially in my journey as a conscious consumer. Mindfulness governs the type of energies I choose to put out and receive in the world.





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@skinnykatwoman's #TopsyTuesday  
Lesson 2: REPURPOSING

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After I finished painting, I sprayed a layer of acrylic epoxy to ensure the paint will withstand the weather elements as the planter will be on my balcony.



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@skinnykatwoman's  
#TopsyTuesday Lesson 3:  
KITCHEN SCRAP GARDENING

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**SPRING ONION**

I love regrowing Spring Onion so much, I even have a pot of them on my balcony for easy harvesting and replanting of new bulbs!



Some of the ones in this pot have been in there for months and still sprouting shoots even after I've harvested again and again.

Nature is incredible isn't it? :D

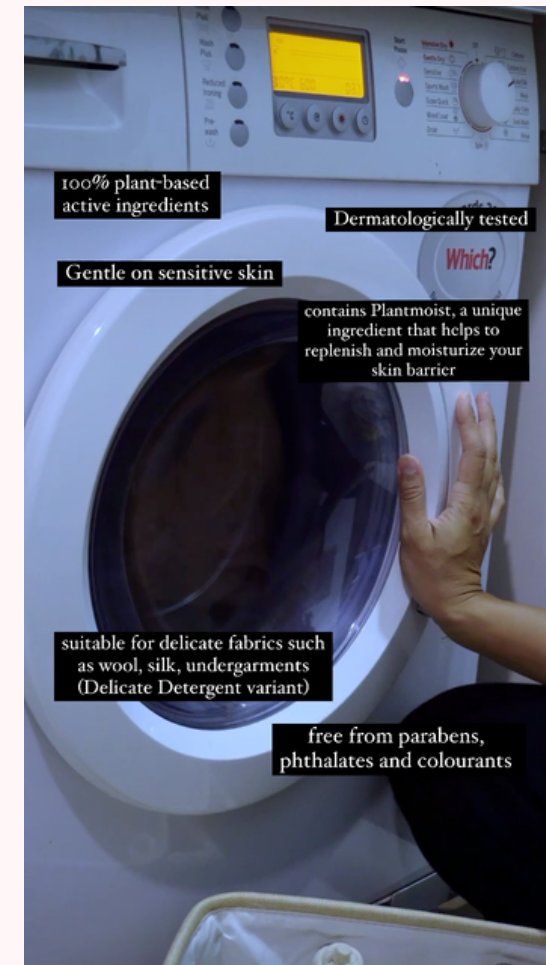
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BioHome #WearNCare Campaign featuring some clothing swap finds

### Campaign Objectives

- Drive awareness of @biohomecare's range of delicate laundry detergent
- Encourage followers to try out clothes swapping, while also taking care to use detergents that prolong the life of second-hand clothes

### Content Deliverables IG Reel



### Campaign Metrics (Organic)

Video Plays: 7.9k

Engagement Rate: 4%

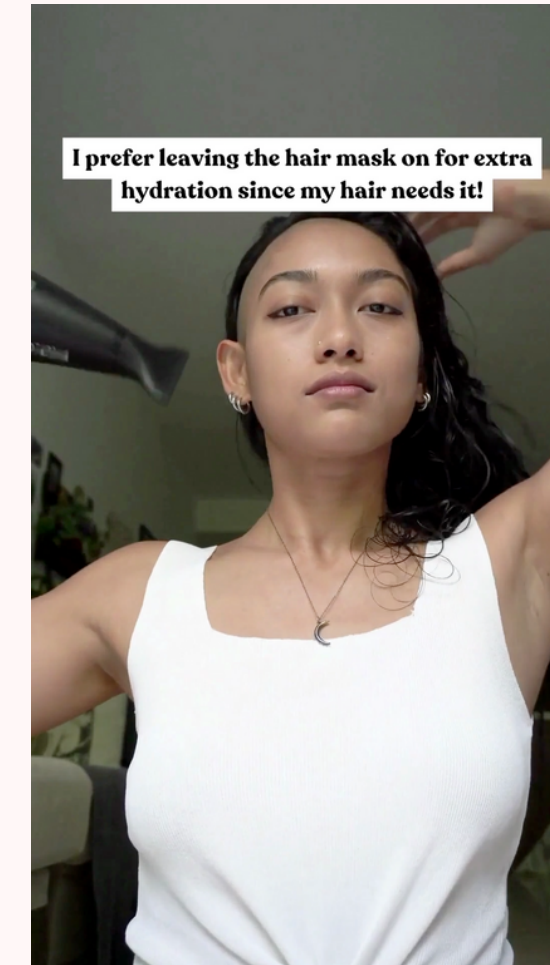
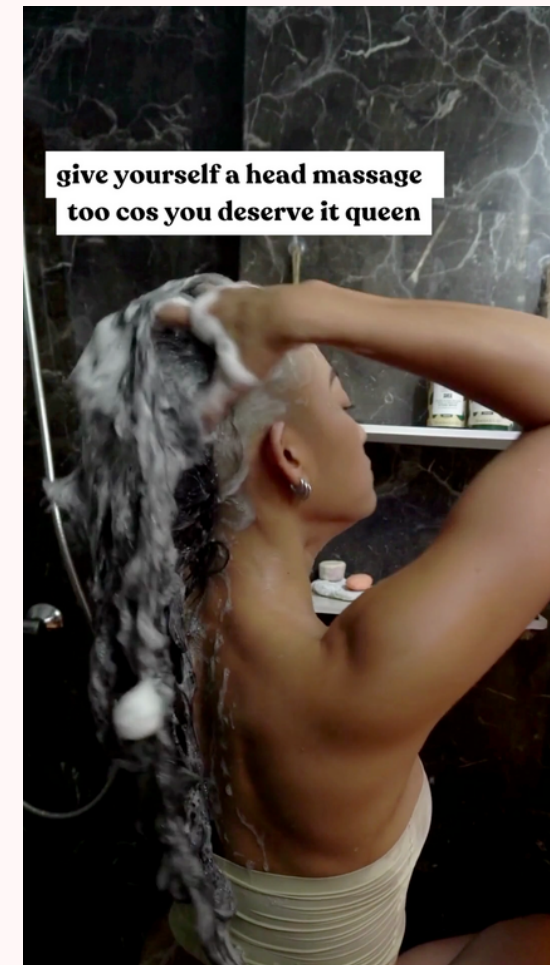
The Body Shop's #PowerYourDo  
Shea Haircare Range

### Campaign Objectives

- Drive awareness on @thebodyshopsg's vegan haircare range
- Emphasis on the product being vegan-friendly with bottles made from 100% Community Fair Trade recycled plastic

### Content Deliverables

IG Reel



### Campaign Metrics (Organic)

Video Plays: 2.3k

Engagement Rate: 1%

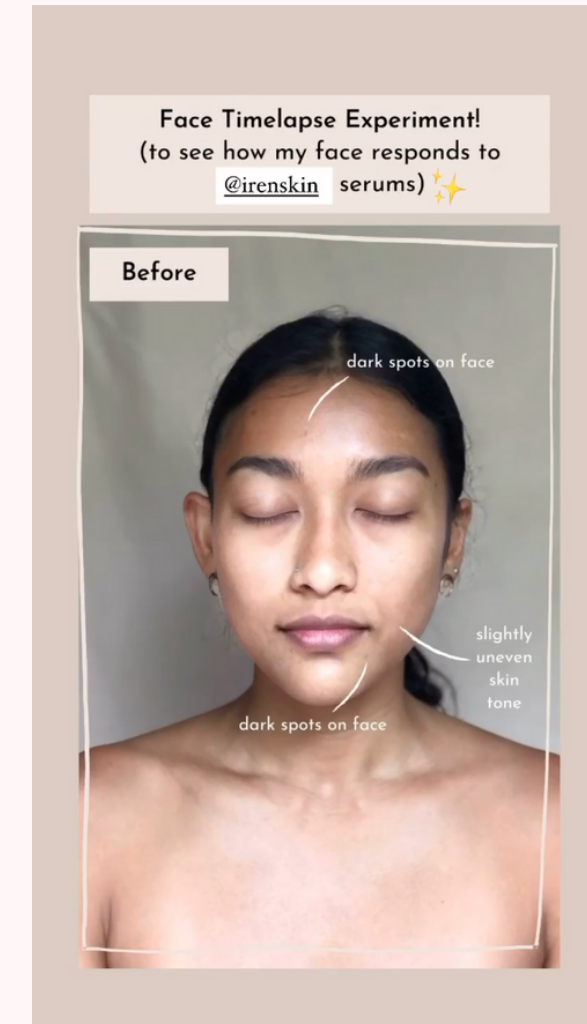
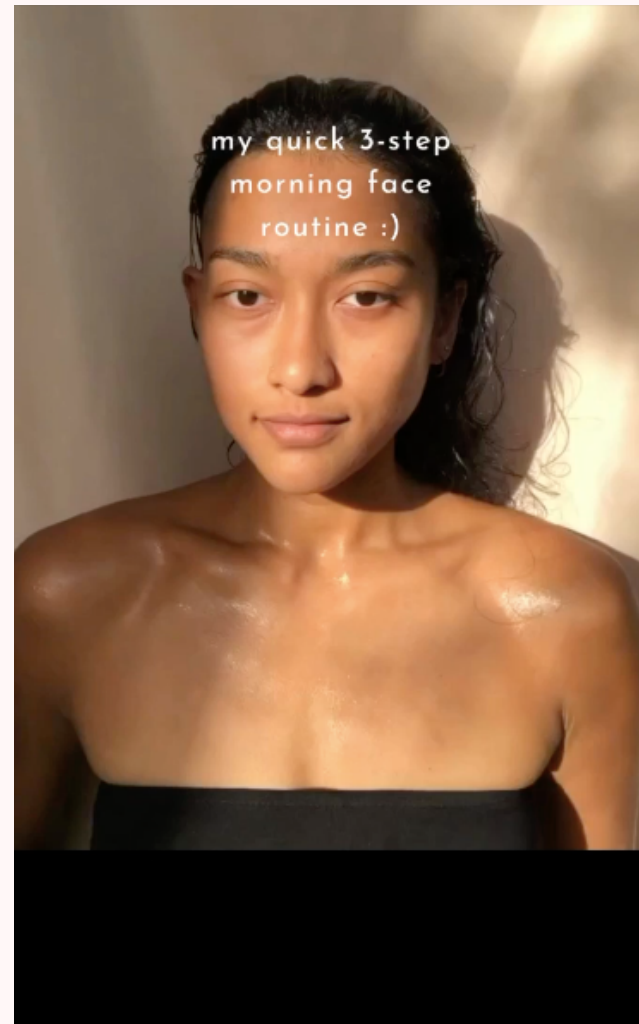
# IRÉN Skin Superfruit Booster Customised Serums

## Campaign Objectives

- Promote [@irenskin](#)'s scientifically clean + cruelty free, Superfruit Booster Customised Serums

## Content Deliverables

IG Post + IG Stories



## Campaign Metrics

Video Plays: 2.5k

IG Stories Avg Reach: 300



**The full list of brand collaborations + original content produced by me can be viewed here:**

**[www.nadia-kishlan.com/as-a-producer](http://www.nadia-kishlan.com/as-a-producer)**

# Packages



## IG Story

(average views: 500)

5x mentions per month: S\$200

2x mentions per month: S\$100

1x mention: S\$50

## IG Live

(up to 15 minutes)

S\$300

## IG Static Post

(engagement rate: 4%-6%)

1x image post: S\$500

1x carousel post

(up to 2 images): S\$600

S\$100 per additional image

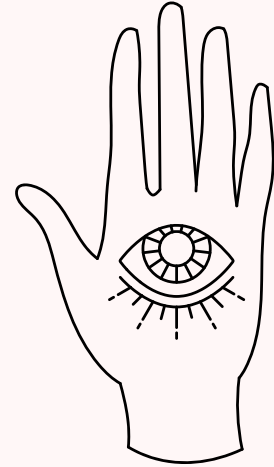
1x video post: S\$1000

## IG Story Takeover

(price will be adjusted according to  
content requirements)

From S\$100 onwards

\*Rates take into account time required to research, conceptualize, shoot & edit content



Let's work  
together

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