

# The Boho Diaries

A LIFESTYLE BLOG BY NICKI ODOM



## About Nicki & The Boho Diaries

Nicki Odom is a North Carolina native, with a Bachelors in English & Comparative Literature from UNC Chapel Hill, and a minor in Music & Arts. After college, Nicki took on a Visual Merchandising Manager position in retail where she could flex her love for visual art alongside fashion, and styling others. Soon she was recruited by a larger retailer for Product Management where she worked 5 years and was sent to new store openings to lead in product placement and design (during this time she also was interim Store Manager for a \$2M shop). In 2012, began flipping thrift store furniture as a creative hobby, started her first blog in 2017 to inspire others to create their dream furniture through DIY step-by-step posts. Soon after she began sharing her love of fashion and styling confidently for the curvy girl. Nicki re-branded in 2020, after becoming a mother of two girls, having gone through so many physical changes, The Boho Diaries became a journal for sharing her passionate journey through writing, photography, in hopes to inspire other women to embrace their bodies and independence as strong, beautiful individuals. Nicki aims to teach confidence in taking the life you want one DIY idea at a time!



Contact Nicki

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## Services Offered

- Sponsored Posts
- Social Media Campaigns
- Brand Ambassadorship
- Custom Content Creation
- Event Hosting/Attendance
- Travel
- Hi Res Photo Production
  - UGC
- Online Reviews
- Guest Post
- Video Creation
- Public Speaking
- Newsletter Feature

Have something in mind? Contact me and my team and I will be happy to put together a package especially for your brand needs!

## Audience & Stats

### Blog

Monthly Unique Views: 7.9K  
Monthly Impressions: 129K  
Age Range: 19-48  
USA, UK, Canada, BVI

### Instagram

25, 896 Followers  
Avg Reach (30 days): 38k  
Avg Engagement: 2%  
Age Range: 18-50  
75% Women | 25% Men  
Fayetteville, New York, Raleigh

### Pinterest

1.2K Follows | 500K Monthly Views

### Facebook

3,712 Follows | 5000 Avg Post Reach

### TikTok

1422 Follows

### Newsletter

350+ Subscribers

In The Press

Woman's World Magazine

CanvasRebel Magazine

## Partnerships



For an extended list of past and present partnerships, contact me.