

KSENIA AVDULOVA BRIEF

375K  @KSENIA.BRIEF

71K  @KSENIA.BRIEF

 KSENIA BRIEF PODCAST

 KSENIA BRIEF

 KSENIABRIEF.COM | BREAKFASTCRIMINALS.COM

MEDIA + CAPABILITIES DECK





TRUSTED BY

"35 Under 35 In Wellness."

- Wanderlust Festival



"Life-changing... we can't get enough."

- Lululemon

"I've been on hundreds of podcasts over the years, this is hands down the best interview I've ever had."

- Dr. Will Cole

"One of the pioneers of conscious social media."

- Katie Horwitch

"Top social media coach."

- Yahoo Finance



ABOUT

Ksenia Avdulova Brief is a thought leader in the fields of conscious lifestyle, mindful social media and intuitive business.

Combining 15 years of marketing experience with a variety of healing modalities (she's a certified yoga and meditation teacher), Ksenia brings an integrative approach to content creation and storytelling.

She first build her name in the social media world as Breakfast Criminals – a Shorty Award-nominated brand that organically grew from an Instagram account to a popular blog plus:

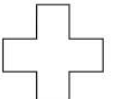
- Wellness and business events from USA to Nicaragua and Brazil
- Content and event partnerships with global brands including Whole Foods, Lululemon, Vitamix, Instagram, Zappos, Athleta, The North Face, sweetgreen, Gaia Herbs, MiuMiu, THINX, ALDO and ThredUP
- Feature on the Kashi GOLEAN cereal box cover at every grocery store for 2 years (without being pro athlete 😊)
- Recognition as a “top Instagram account to follow” by The Coveteur, ASOS and Shorty Awards
- Coverage in top publications like Apartment Therapy, Vogue, Conde Naste Traveler, WELL+GOOD, mindbodygreen, Shape, and interviews on 20+ top rated podcasts
- Features in best-selling books by Tara Stiles, WELL+GOOD, Purely Elizabeth and Alyson Charles.



SEEN IN:

the
COVETEUR

Condé Nast
Traveler

WELL  GOOD

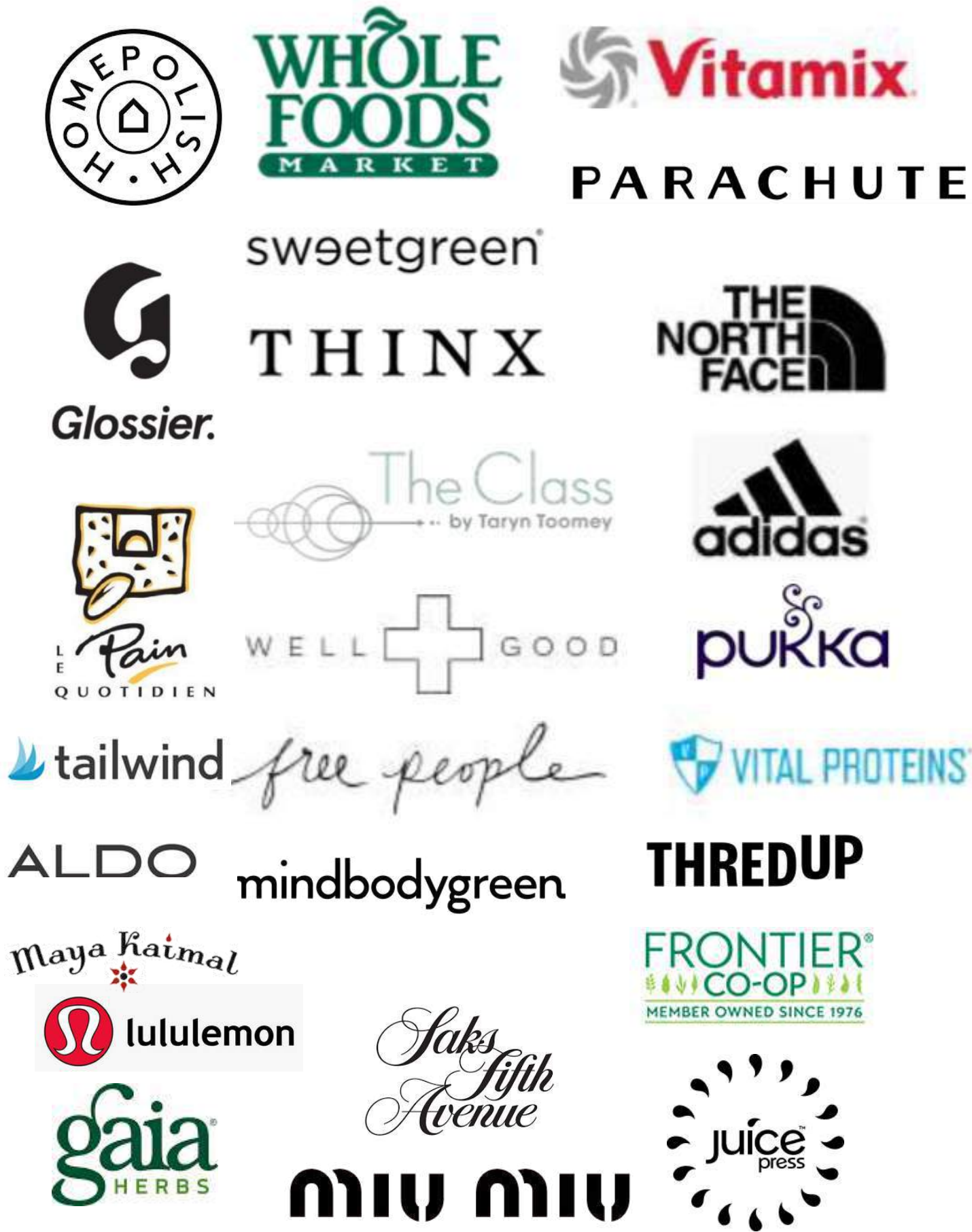
SHAPE

VOGUE

I'VE CREATED CONTENT, RECIPES & EVENTS FOR:

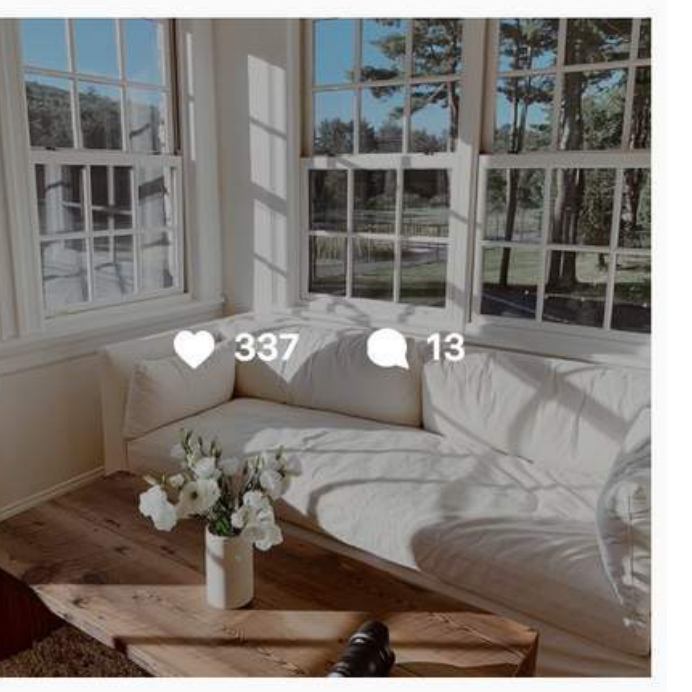
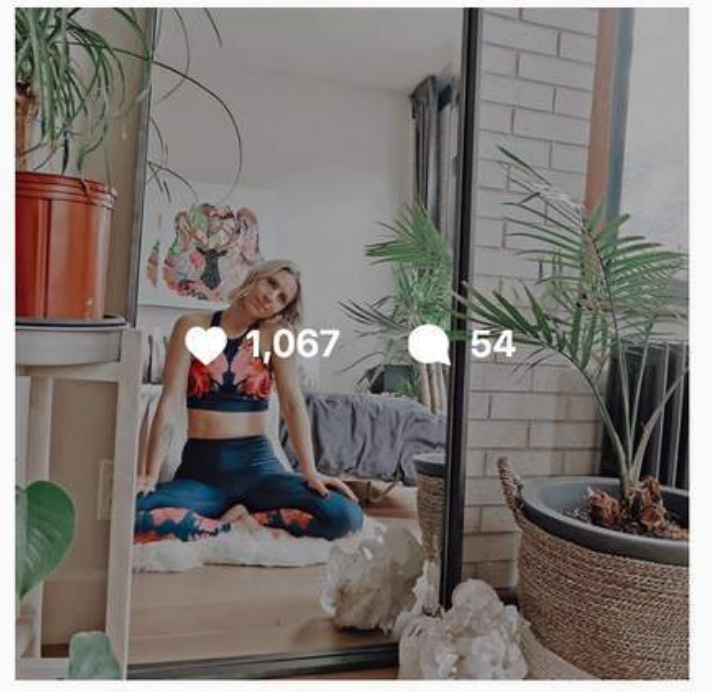
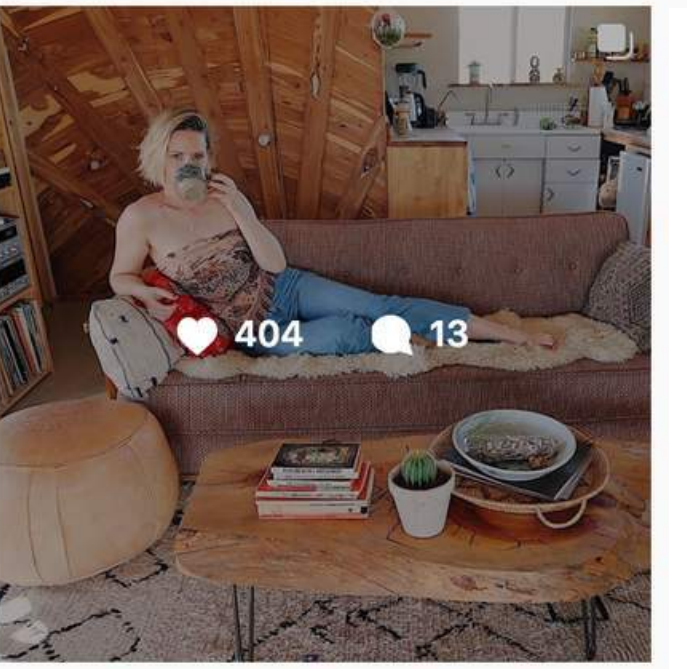
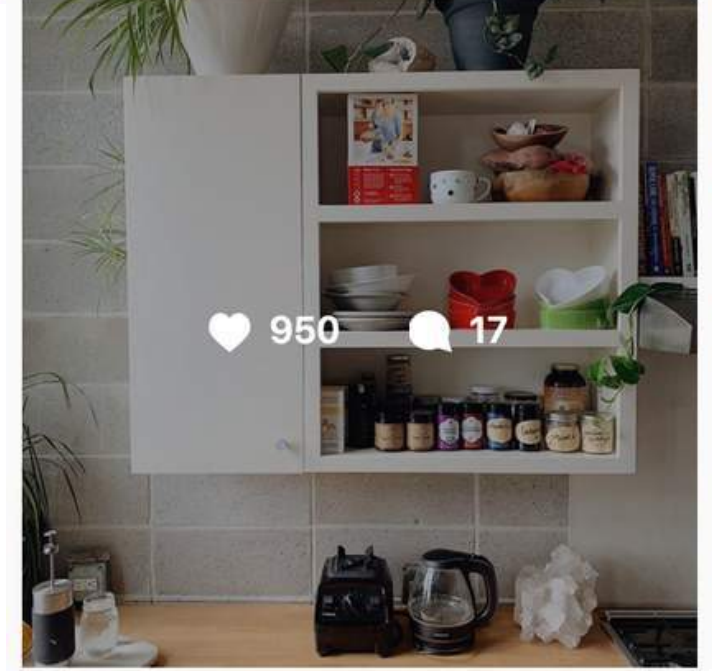
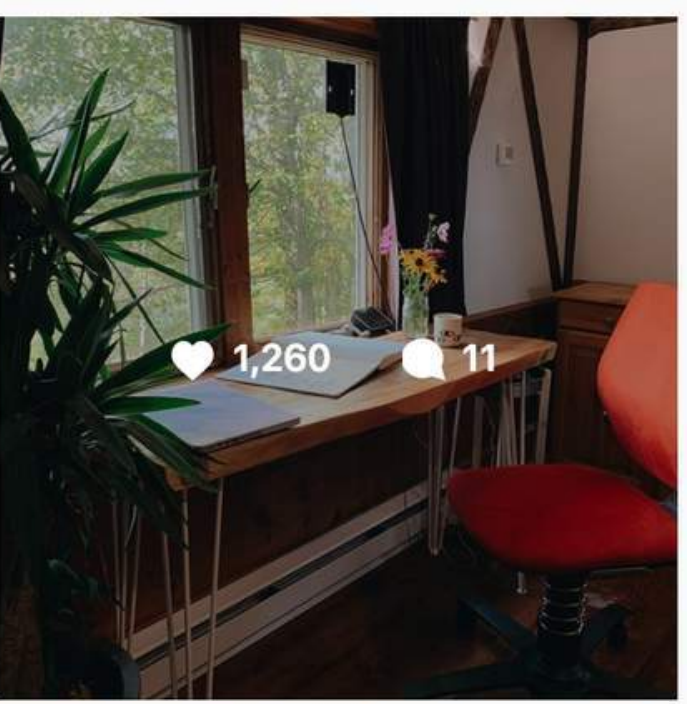
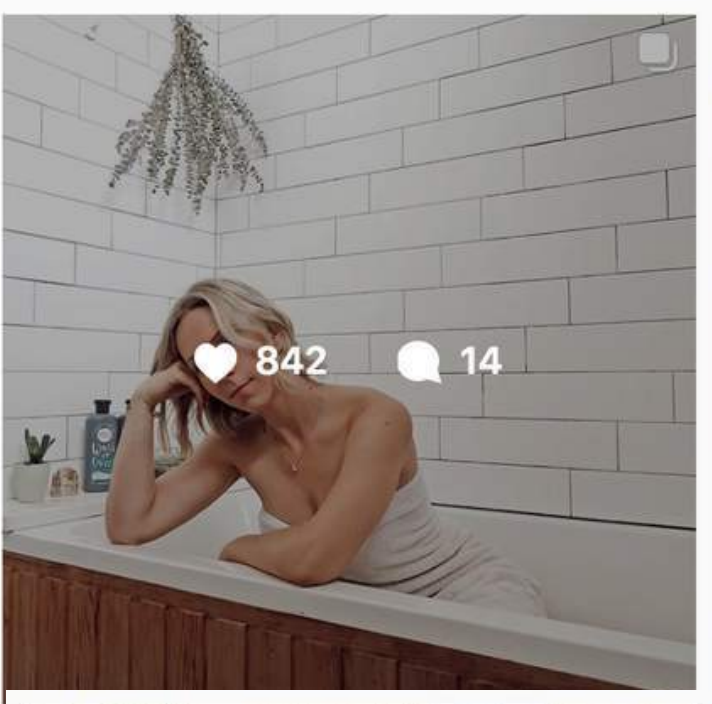
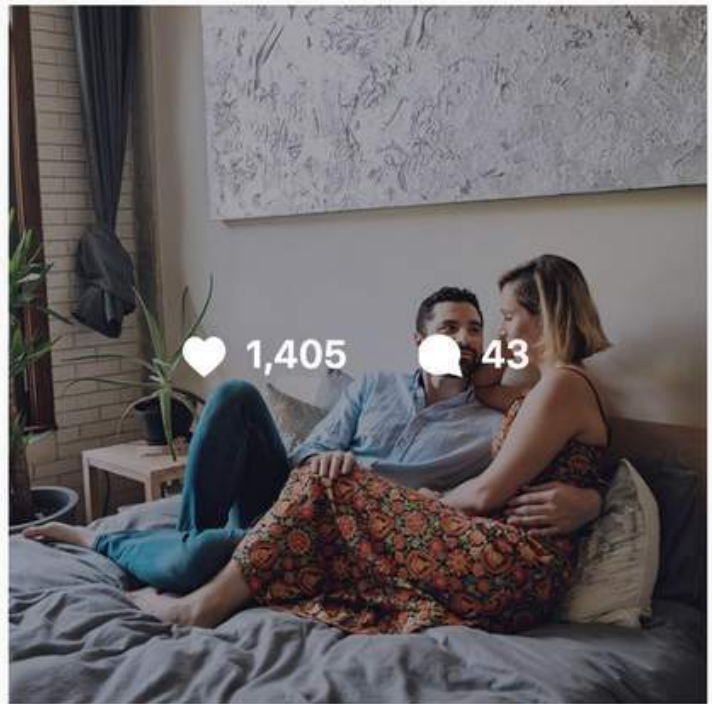


WELL+GOOD Cookbook
featured my recipe, Superfood
Galaxy Blueberry Oatmeal (2019)



Kashi GOLEAN featured me +
Breakfast Criminals on their cereal
box at every Whole Foods and
Trader Joe's nationwide (2018)

LIFESTYLE CONTENT



THE BUZZ: CONTENT IMPACT

PROJECT IGLOO

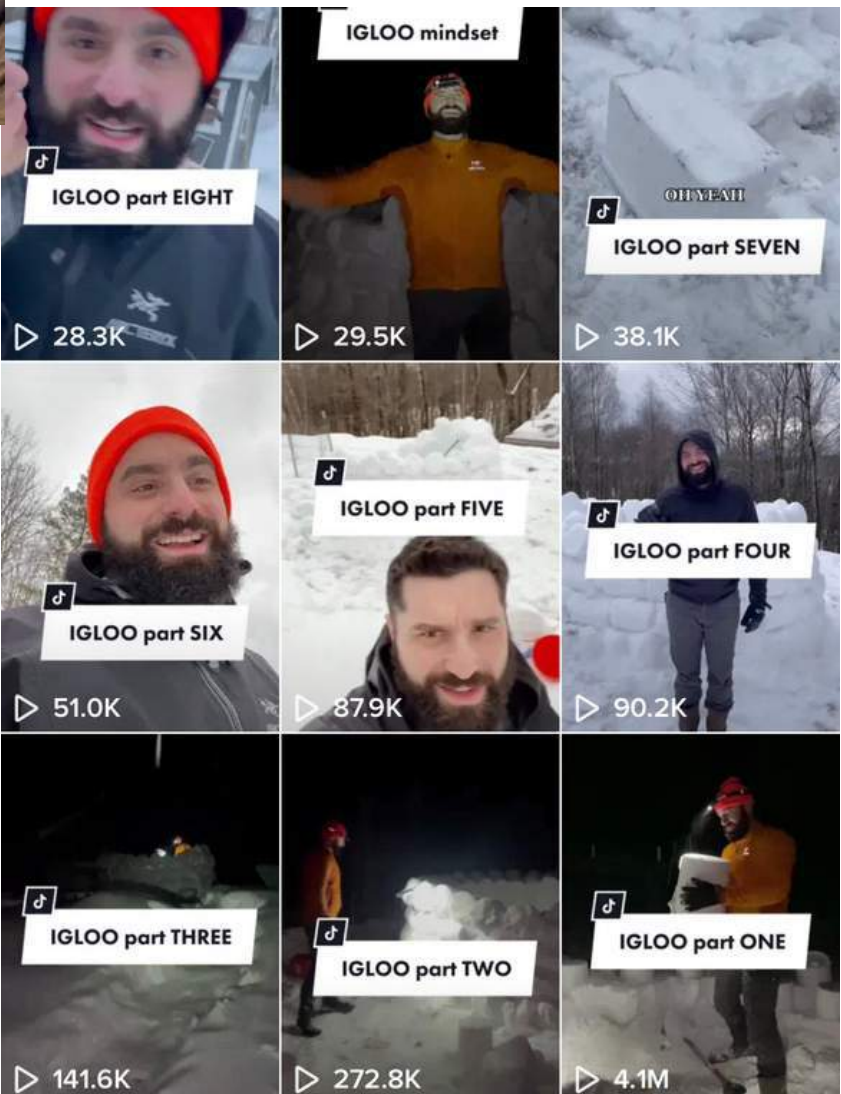
FEAT. KSENIA'S HUSBAND ERIC

5+ Million views on TikTok series
Brand sponsor: Arc'Teryx
Press: BuzzFeed feature (400k views), reposts on multiple 500K+ Instagram accounts

BuzzFeed

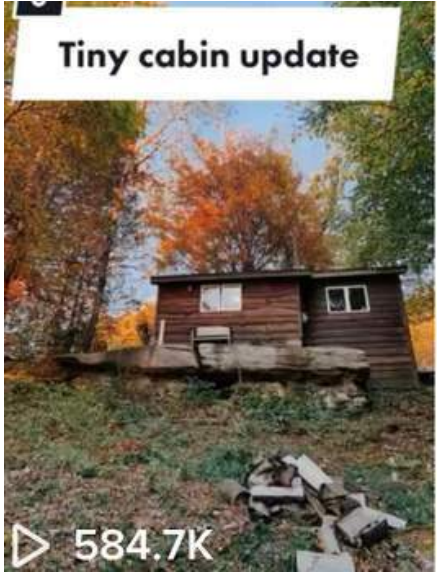


 apartment therapy



PROJECT TINY CABIN NEW YORK

2+ Million views on TikTok series
Brand sponsors: Signature Hardware, Centennial Woods reclaimed siding
Press: Apartment Therapy video feature, feature on the Signature Hardware blog



ROI: CASE STUDIES

Followers trust Ksenia's product recommendations in the areas of wellness, home, lifestyle and tech/software.

CACAO PRODUCT

\$42,759 sales brought by Ksenia through
IN 18 MONTHS podcast, TikTok, Instagram, Blog (SEO)
AVG SALE \$45

HOME SPA PRODUCT

\$24,202 sales brought by Ksenia through
IN 16 MONTHS Instagram and Blog (SEO)
AVG SALE \$6,050

COFFEE ALTERNATIVE

\$9,405 sales brought by Ksenia through Blog
IN 20 MONTHS (SEO) and Instagram Stories
AVG SALE \$55

CONTENT



IMPACT





SPEAKING APPEARANCES

As a public speaker, Ksenia has appeared on stage at the same events as Marianne Williamson, Deepak Chopra and Whole Foods founder John Mackey.

Her unique approach to social media has led her to speak at the United Nations GirlUp Summit, Washington University's Olin Business School, WELLSummit, MindBodyGreen's Revitalize, Lead with Love and other conscious leadership events globally.

Ksenia has moderated and participated in panels in partnership with Saks Fifth Avenue, HomePolish, VitaCoco and The Class by Taryn Toomey. She has organized and led events in USA, Brazil and Nicaragua.

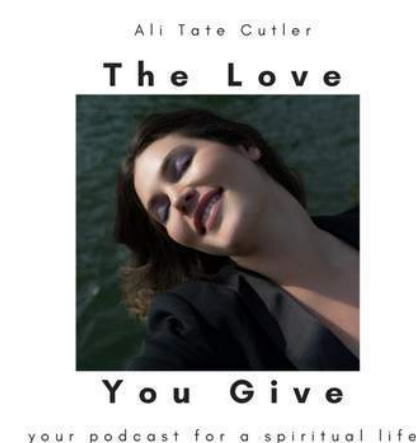
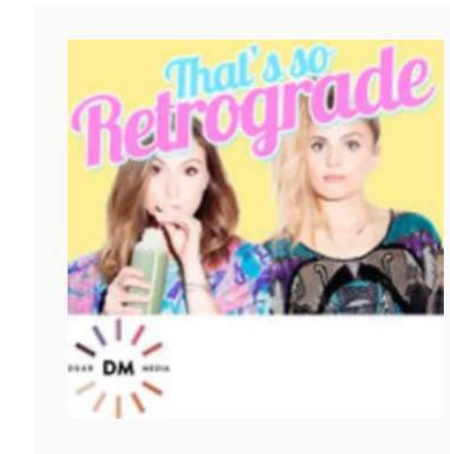
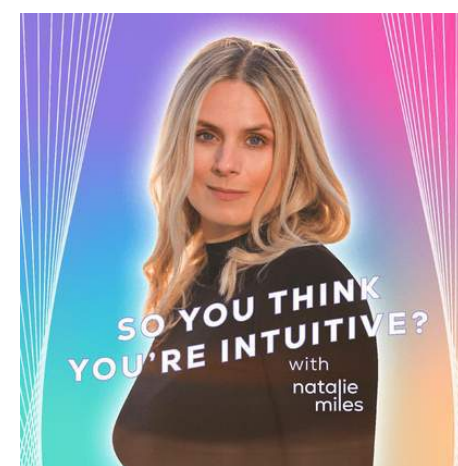
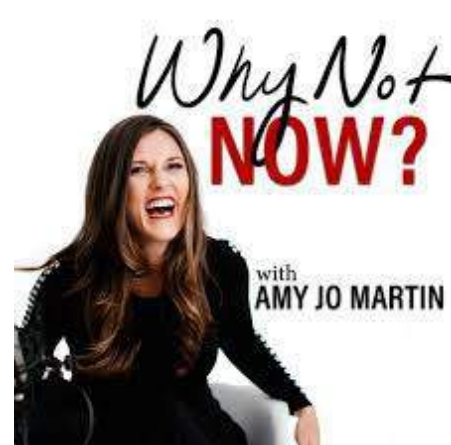
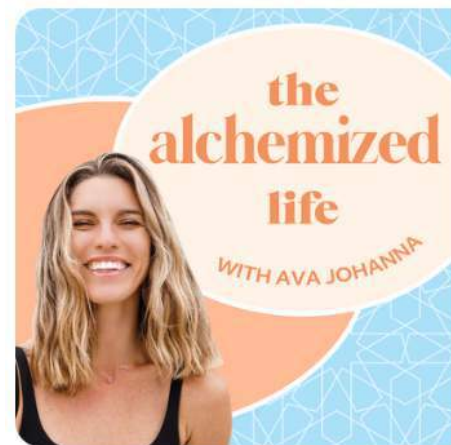
Ksenia has appeared as a guest on over 20 highly rated podcasts, including That's So Retrograde, Why Not Now?, Ceremony Circle, The Now Age and Radically Loved.

Ksenia loves to speak on the topics of social media as a portal to miracles, conscious entrepreneurship, divine surrender, and connecting with nature through the power of breath and ritual.



SPEAKING APPEARANCES: PODCASTS

KSENIA HAS BEEN A GUEST ON OVER 20 TOP-RATED PODCASTS, INCLUDING:



"Ksenia is a pioneer in conscious social media, and creative catalyst with numerous beautiful brands – and Instagram handles – under her belt."

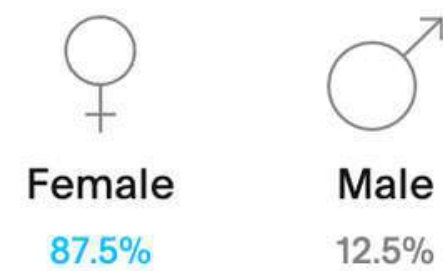


Alyson Charles, Best-selling Author & Host Of Ceremony Circle Podcast



DIGITAL IMPACT & AUDIENCE

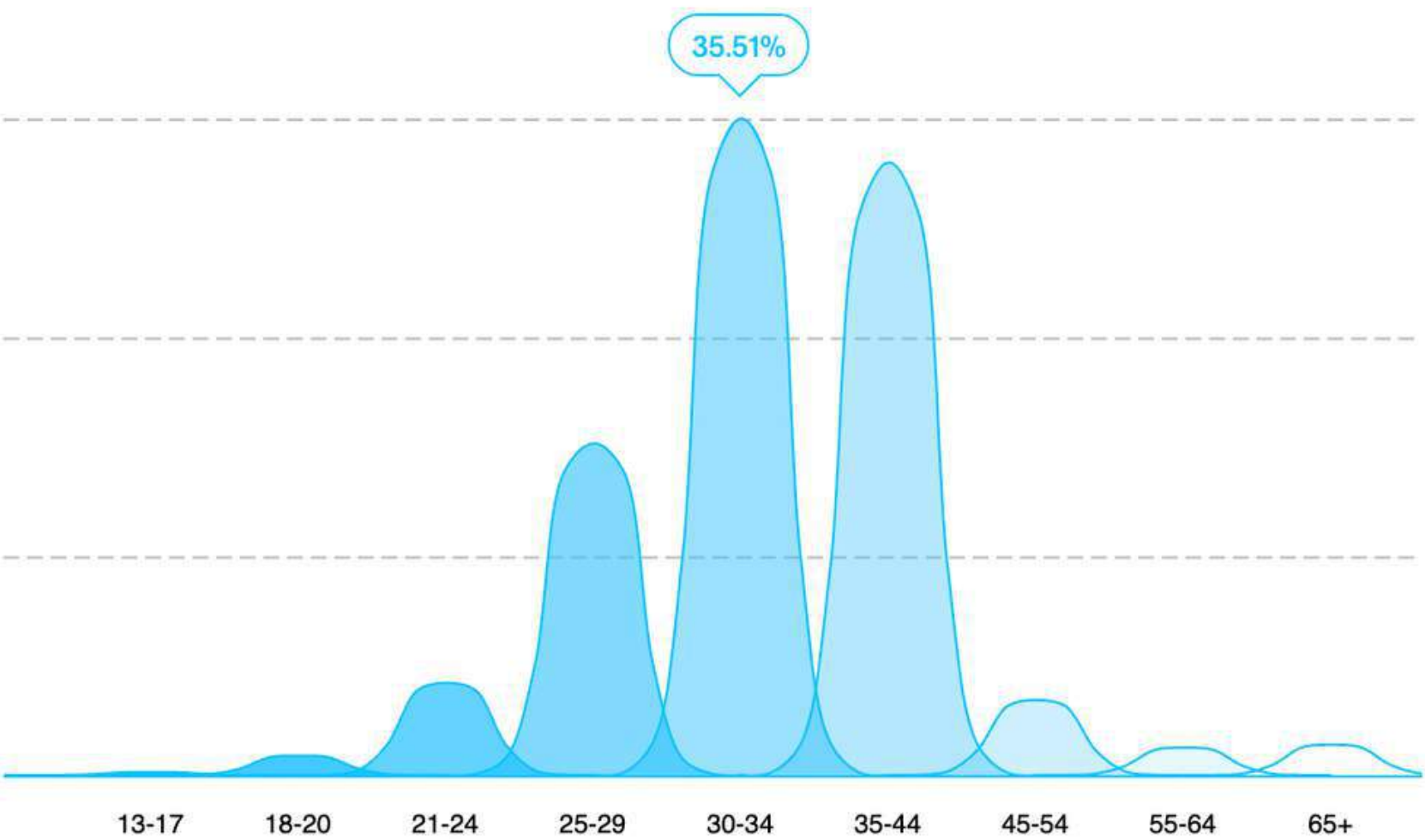
Audience Gender



Audience Marital Status



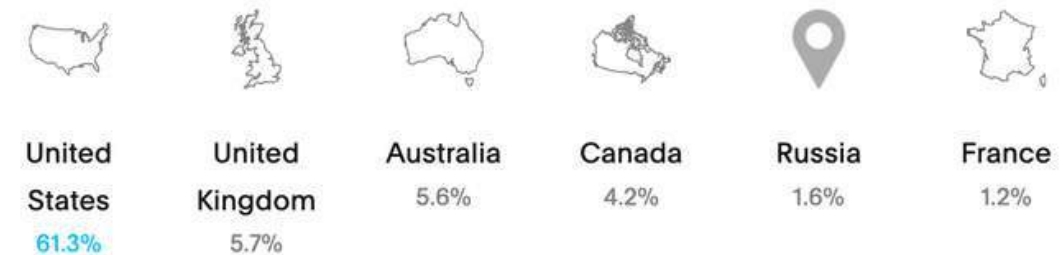
Audience Age



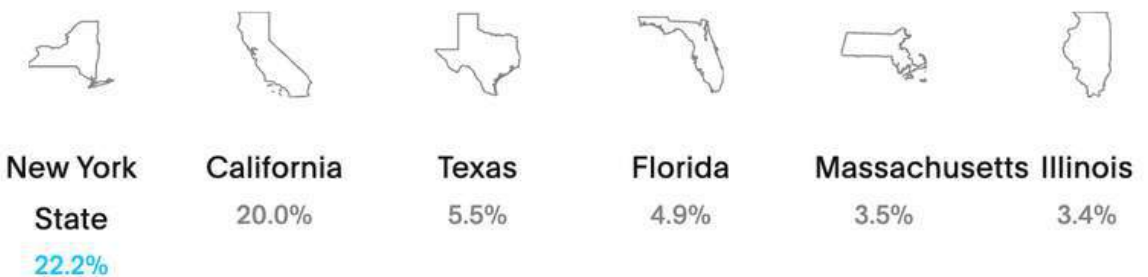
SOCIAL MEDIA

375K TikTok Followers
75K+ Instagram Followers
55M Views on Top TikTok Video
3M+ Monthly Impressions Across Platforms
650K Views on top blog post
195K Monthly Pinterest viewers
80K Views on Top YouTube Video
7K Newsletter Subscribers
5.4K YouTube subscribers

Top Audience Countries



Top Audience States



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 KSENIA.BRIEF & KSENIABRIEFPODCAST

THE KSENIA BRIEF PODCAST



The podcast consists of interviews and solo episodes exploring conscious social media, creativity in the digital age, entrepreneurship, rituals, healing and spirituality.

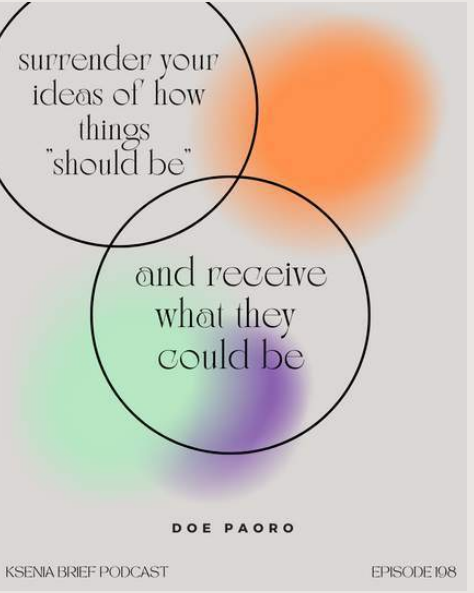
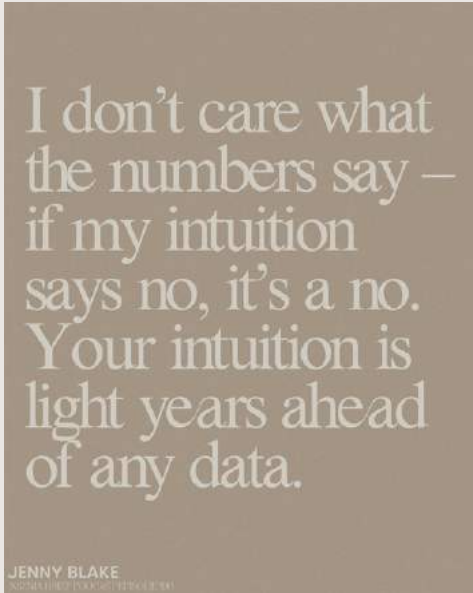
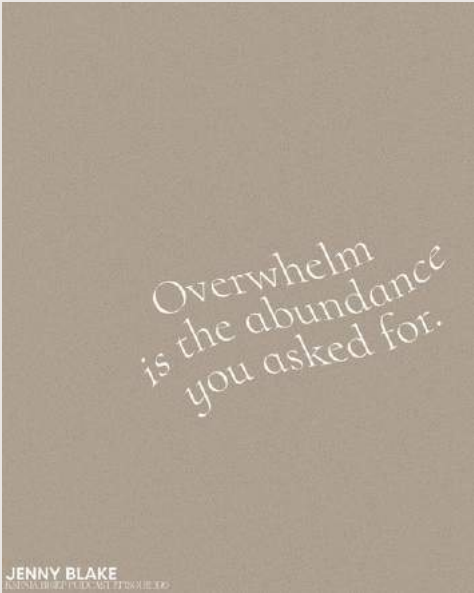
Podcast guests are thought leaders in the fields of wellness, conscious entrepreneurship, marketing and spirituality.

Listeners tune in for motivation as well as specific tools to implement in their own lives and businesses.

PREVIOUS GUESTS INCLUDE:

Dr. Andrew Weil, Dr. Josh Axe, Suzy Batiz (Poo~Pourri), Sophie Chiche (ShapeHouse), Topaz Adizes (Emmy Winner), Shawn Askinosie (Askinosie Chocolate), BJ Miller and lion tracker Boyd Varty.

Each episode is promoted across Ksenia's platforms using our signature graphics, and amplified by the guests on their platforms.



PODCAST STATS

200+ EPISODES 200+ 5 STAR REVIEWS

- 1,250 average episode downloads in 30 days
- 5,000-8,000 downloads on top episodes
- 12,500 downloads per month
- 428,000 all-time downloads
- Episodes are shared with 450k+ social media followers on Instagram/TikTok/YouTube

AUDIENCE:

67% USA
7% Canada
5% UK
5% Australia

DROP DAY:

Thursday

AD TYPES:

Host endorsed
script read

PLACEMENT:

Pre- or mid-roll

LENGTH:

~90-120 seconds

AUDIENCE:

83% female
45% 28-34

"Ksenia shares her experience of running social media as a vehicle for online and offline depth, synchronicity and business expansion."

- Katie Hess (@lotuswei), Flower Alchemist, Founder Of LOTUSWEI



"Ksenia asked me the best questions I've ever been asked in an interview. Wait, she asks the best questions, period."

- Sophie Chiche, Founder of ShapeHouse



PODCAST REVIEWS ★★★★★

"A much-needed marriage of practicality and spirituality"

Ksenia has created something really special through this podcast. It's the missing piece we need in a wellness culture that values spirituality over practicality and a business culture that is exactly the opposite. I'm inspired by these intelligent and nuanced conversations and can't wait to hear more!

"Game Changer!"

This podcast is such a game changer.. life changer even. Yeah, it's changed my life.

I've gained so much wisdom and insight from Ksenia and her guests.

It's given me so much encouragement and FREEDOM in on this solo-entrepreneur path to unapologetically create a business that's in alignment and using social media as a way of aiding the world. I'm so grateful to have found it!"

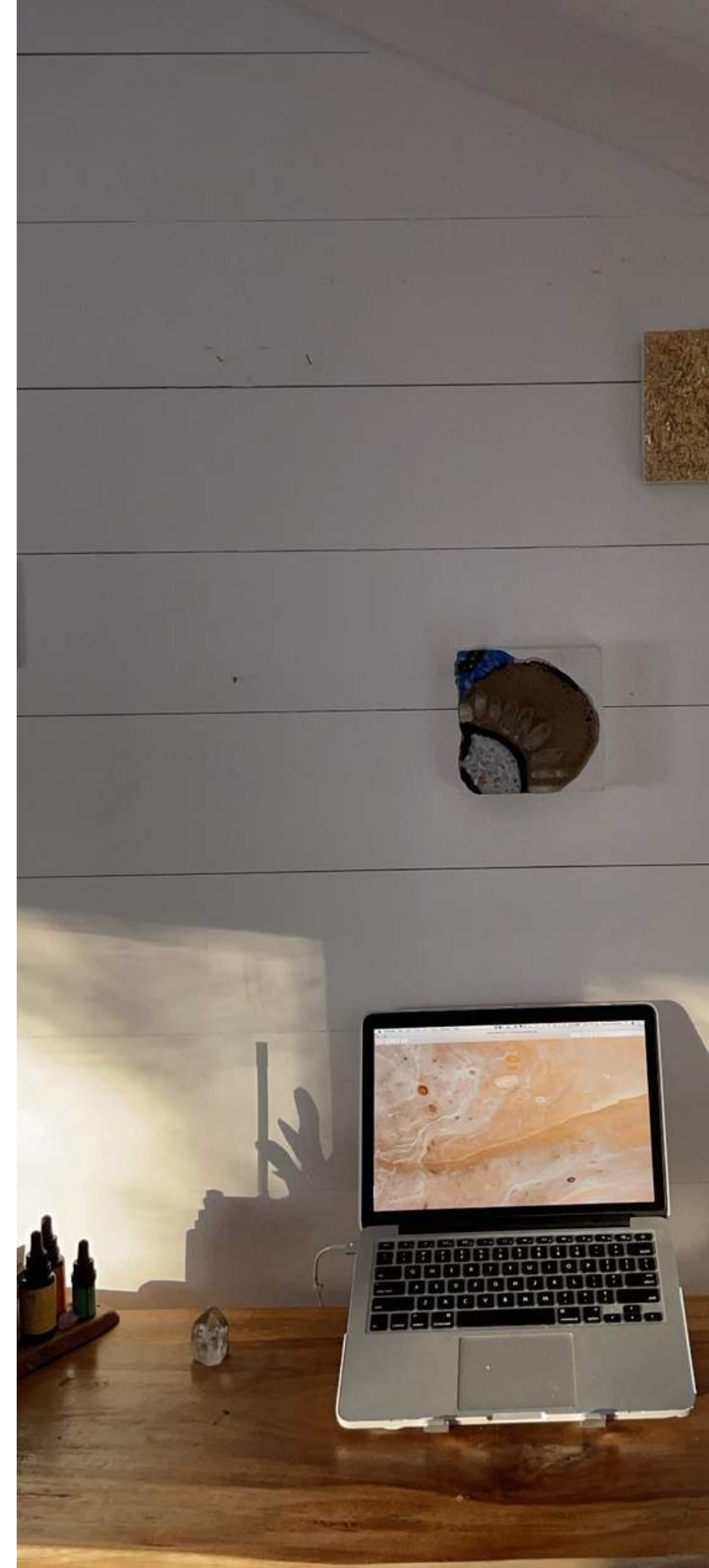
"Loving it!"

Ksenia has created a podcast that I can't wait to get to bed, sleep, to wake up and listen to on my morning commute. She is so authentic, spiritually savvy and relatable in so many areas. She has so many firework explosion ideas and her energy brings so much light to my own personal table. I am inspired by her business tactics and can't wait to continue listening to Ksenia's podcast each Thursday! Thank you Ksenia.

"My Favorite Podcast! Intelligent, purposeful, inspiring."

"Always worth the listen!"

"Vital information for anyone who has awakened!"



VALUES

MINDFULNESS
CREATIVITY
INTEGRITY
PRESENCE
RITUAL
PLAY



SPONSORSHIPS

Ksenia prefers partnering with brands for long-term sponsorships – this leads to better results for the brand, as followers and listeners will learn about your brand organically and see it as a part of Ksenia’s lifestyle.

PARTNERSHIP POSSIBILITIES

1. Content packages featuring your brand (Instagram, TikTok, YouTube, Blog)
2. Podcast sponsorships and podcast founder spotlight package
3. VIP out of the box content packages*
4. Private conscious social media workshops for your company or your community
5. Public speaking

*for example, Ksenia partnered with Tambor Acai to travel to an acai rainforest in Brazil to create a series of content featuring the story behind the brand



CONTACT

PARTNERSHIPS, SPEAKING & PRESS:
HELLO@KSENIABRIEF.COM



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