



## ABOUT KIRSTEN

Kirsten Brusse is a 40 something, professional makeup artist, wife and mom, living in the Washington D.C. area. After 20 years in the industry, she started The Beauty Blotter, a beauty, fashion and lifestyle blog, where she focuses on teaching quick & easy makeup tricks, and sharing achievable beauty & fashion advice to busy women her age.

## SITE TRAFFIC

15,000.  
Monthly Page Views

15,000  
Monthly Unique Visitors

700  
Email Subscribers

## DEMOGRAPHICS

84% are women

66% are 34-44

68% live inside U.S.

32% live outside U.S.

## ABOUT THE BLOG



The Beauty Blotter is a beauty, fashion and lifestyle blog for busy women 35+. When we look good, we feel good and I understand the desire for women to be put together, and the struggles in making it actually happen in real life. Many women don't know where to start or what to do. They are overwhelmed with choices and have very little time. Plus, there is not much relevant information out there for women my age.

I am here to help. I offer a unique combination of experience as a professional makeup artist and busy mom. I share my knowledge on my blog, as well as across social media, especially on Instagram and Stories. The response has been fantastic. Followers regularly comment that my pro tips and advice have made every day beauty tangible for them.

## LET'S CONNECT

Let's talk about how we can work together. Contact me at kirsten@thebeautyblotter or call me at 410.591.5902

## SOCIAL MEDIA



14000+ followers  
@thebeautyblotter



2600+ followers  
@thebeautyblotter



2100+ followers  
@thebeautyblotter



1000+ followers  
@kirstenbrusse

## BRANDS I HAVE WORKED WITH

