

Elevated lifestyle. Intentional living.

Dallas-based Lifestyle Creator, REALTOR®, and Entrepreneur.

Joy Nonye creates elevated content around luxury living, beauty, wellness, fitness, real estate, and modern entrepreneurship — storytelling that blends aspiration with authenticity for ambitious women building intentional lives.



5+

YEARS CREATING

100+

BRAND PARTNERS

Dallas

HOME BASE

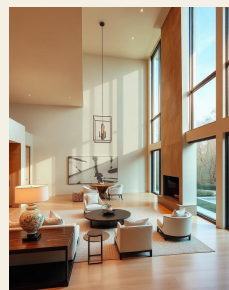
CONTENT PILLARS



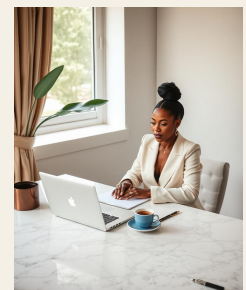
Beauty



Wellness & Fitness



Luxury Real Estate



Entrepreneurship

By the numbers.

65K+	4.2M	12%	78%
COMBINED REACH	ANNUAL IMPRESSIONS	AVG. ENGAGEMENT	WOMEN 25-44

PLATFORM BREAKDOWN

PLATFORM	HANDLE	FOLLOWERS	MONTHLY VIEWS	ENGAGEMENT
INSTAGRAM	@iamjoynonye	42K	1.8M	8.4%
TIKTOK	@joynonye	18K	2.1M	14.2%
YOUTUBE	Joy Nonye	5K+	300K	6.1%

AUDIENCE DEMOGRAPHICS

GENDER	Women 78% · Men 22%
AGE	25-34 (46%) · 35-44 (32%) · 18-24 (15%)
TOP MARKETS	Dallas · Houston · Atlanta · Los Angeles · NYC
HHI / INTERESTS	\$100K+ · Luxury, wellness, real estate, beauty, travel

SERVICES & RATES

Instagram Static Post	\$750	Instagram Story Set (3-5)	\$600
Instagram Reel	\$1,500	TikTok Brand Integration	\$1,200
Instagram + TikTok Bundle	\$2,400	YouTube Dedicated Feature	\$3,500
YouTube Integration (60-90s)	\$2,000	UGC Package (3 deliverables)	\$1,800
Event Coverage (per day)	\$2,500	Brand Ambassadorship (3mo)	from \$4,500

+ Usage rights & whitelisting quoted per campaign · Exclusivity +25% · Rush (<7 days) +20%

LET'S CREATE TOGETHER

hello@joynonye.com

INSTAGRAM @iamjoynonye

TIKTOK @joynonye

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