MEDIA KIT

2026

BEAUTY

FASHION

FOOD

LIFESTYLE

TRAVEL

Beautiful Moments. Elevated Stories.

Kelly CHAN 360

1M+
COMMUNITY

A CANADIAN CREATOR INSPIRING A MORE BEAUTIFUL WAY OF LIVING



A World Through My Lens

An editorial eye shaped by curiosity, culture, and a love of beautiful experiences.



I'm KellyChan360 — a digital content creator and brand ambassador based in Toronto, Canada, and New York City, USA, with a focus on luxury travel, fashion, beauty, food, and hospitality. My work blends an elevated visual perspective with personal storytelling, creating content that feels polished, aspirational, and naturally connected to the brands and experiences I share.

I'm drawn to the details that make something memorable — the atmosphere of a destination, the craftsmanship behind a product, the energy of a city, an unforgettable meal, or the quiet moments that give an experience its character. Through thoughtful imagery and storytelling, I translate those moments into content that feels aspirational, authentic, and distinctly my own.

This concise guide provides you with the necessary information to determine if we are an ideal match and decide whether you'd like to collaborate with me.

With a community of more than 1M followers and subscribers, my work is rooted in discovery, connection, and a genuine appreciation for beautiful experiences. From luxury stays and global destinations to fashion, beauty, and culinary moments, I approach every partnership with intention—creating stories that feel authentic to my world while giving each brand a meaningful place within it.

I'm truly grateful for every opportunity to connect with brands that see value in what I create, and I look forward to learning about your vision, exploring how we can bring it to life together, and creating something memorable, impactful, and beautifully aligned.



XOXO,

KellyChan360

INSTAGRAM

1,100,000 +

average posts per day: 1
average story views: 288k+
average reel views: 319k+
most viewed reel: 1.1M+

TIKTOK

25,000+

average posts per day: 1
average story views: 4k+
average reel views: 31.8k+
most viewed reel: 212k+

YOUTUBE

11,000+

average posts per day: 1
short views (last 30 days): 53.5k+
most viewed short: 99.1k+
most viewed video: 4.9k+

AMAZON
FACEBOOK
GOODREADS
PINTEREST
SHOPMY.US
SNAPCHAT
X.COM
KELLYCHAN360.COM

Social Media

My content reflects a refined approach to modern lifestyle, with a focus on beauty and skincare, fashion, luxury travel and hospitality, elevated dining experiences, premium cafés and destinations, wellness, personal growth, and thoughtfully curated everyday moments. I share each through an authentic and personal lens, creating content that feels polished, aspirational, and visually considered while remaining relatable to the community I've built across my social platforms.

At the heart of my work is connection. As a digital content creator and brand partner, I create high-quality photography, short-form video, long-form video, lifestyle storytelling, and written content that introduces my audience to inspiring products, destinations, and experiences. I approach every piece of content with intention, allowing brand partnerships to feel natural, elevated, and authentically integrated into my world.



WHAT CAN YOU EXPECT?

Beautifully styled, professionally captured photo and video content with a refined, natural aesthetic. Each collaboration includes authentic storytelling, engaging captions, and thoughtful brand integration designed to connect naturally with my audience.



AUDIENCE

Demographics

A global community of curious, experienced, and like-minded individuals.

01 GENDER

56.4%
Female

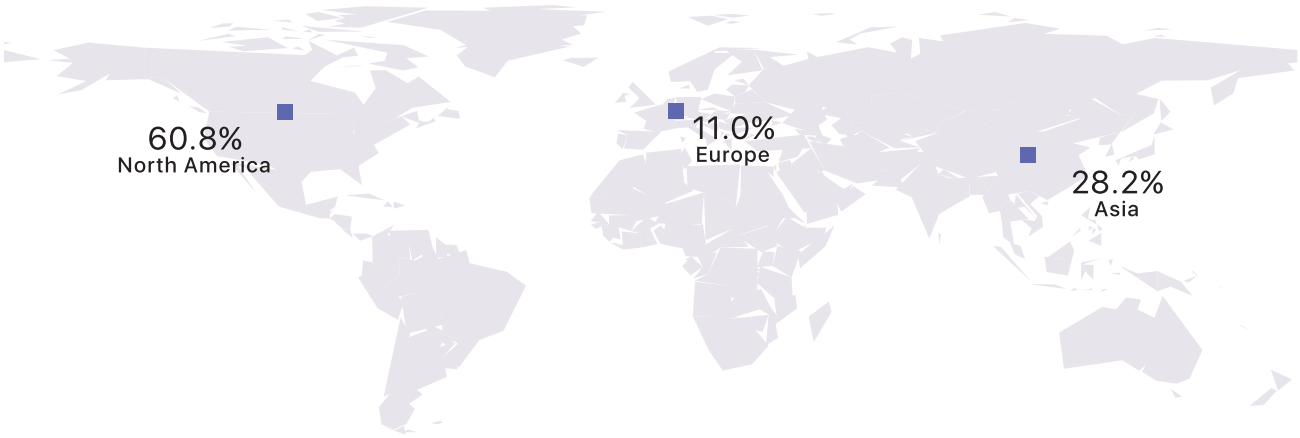
43.6%
Male

02 AGE DISTRIBUTION

Ages 25-34	45.1%
Ages 18-24	25.7%
Ages 35-44	20.3%
Ages 45-54	8.0%

03 TOP LOCATIONS

Canada	35.1%
United States	25.7%
Asia	28.2%
Europe	11.0%



Disclaimer: KellyChan360 audience and performance data is tracked through Meta, Google, Klear, and Phlanx, and updated every 90 days. All figures are a point-in-time snapshot from the most recent reporting period. Updated figures available on request.

Why Work With *Kelly*

AUTHENTIC STORYTELLING.
MEANINGFUL CONNECTIONS.
ELEVATED RESULTS.

As a digital content creator and brand ambassador, I've built a trusted relationship with my audience through authentic storytelling, thoughtful recommendations, and a consistent presence across Instagram, TikTok, YouTube, and my blog. I partner with brands to introduce products, destinations, and experiences in a way that feels natural, aspirational, and genuinely aligned with my audience.

My collaborations span beauty and skincare, fashion, luxury travel and hospitality, food and dining, wellness, and lifestyle. From professional photography and short-form and long-form video to Reels, Stories, TikToks, YouTube content, blog features, events, giveaways, and brand ambassadorships, I create polished content designed to build awareness, inspire discovery, and create meaningful connections between brands and my community.



HOW TO PARTNER WITH ME

Brand Ambassadorships
Paid Social Campaigns
Luxury Travel & Hospitality Partnerships
Press Trips & Destination Campaigns
Instagram Posts, Reels & Stories
TikTok Videos
YouTube Shorts & Long-Form Video
Professional Photography
UGC & Brand-Owned Content
Blog Features & Reviews
Product Launches & Brand Activations
Sponsored Events & Event Coverage
Affiliate Partnerships
Giveaways & Audience Activations
Content Licensing & Usage Rights
Paid Media & Whitelisting
Creative Direction & Campaign Concepts
Multi-Platform Brand Integrations

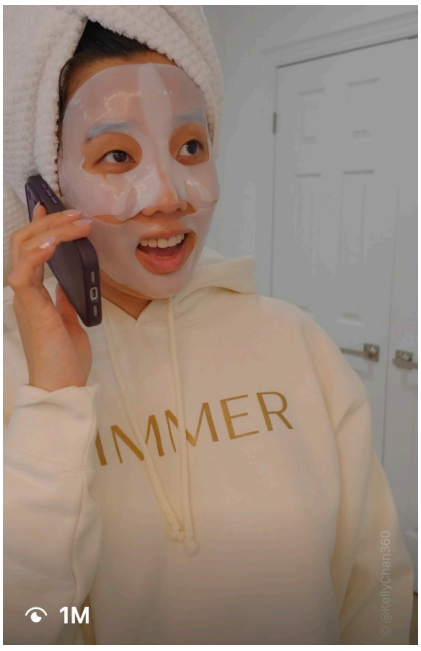
FIVE WORLDS ONE STORY



TRAVEL
Iconic destinations, hidden gems, meaningful experiences.



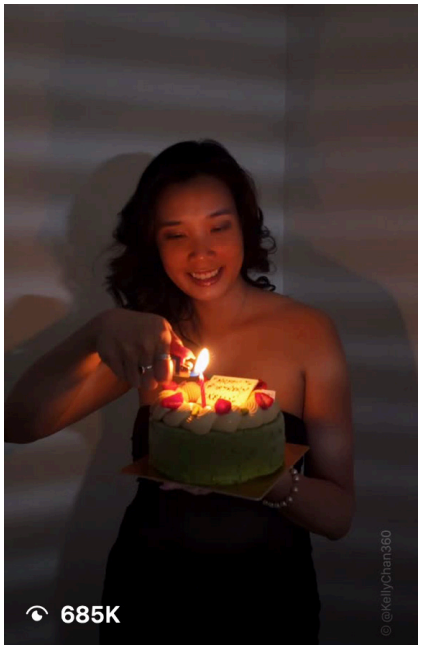
FASHION
Modern style, luxury brands and effortless everyday looks.



BEAUTY
Elevated routines,trusted products, and real results.



FOOD • DINING
Culinary experiences, fine dining and local flavours.



LIFESTYLE
Wellness, home, and the details that make life feel elevated.

CASE STUDY
TURKISH AIRLINES

Reaching travelers who value discovery, culture, and memorable experiences around the world.



TURKISH AIRLINES

OBJECTIVE

Showcase the Turkish Airlines Business Class experience and Türkiye as a luxury travel destination through authentic, creator-led storytelling. The campaign was designed to inspire international travel by highlighting the journey, culture, hospitality, cuisine, and curated experiences throughout Türkiye in partnership with Turkish Airlines and GoTürkiye.

CREATIVE APPROACH

Capture the journey from Turkish Airlines Business Class to Türkiye's destinations, hotels, dining, and culture through elevated short-form video, lifestyle imagery, and authentic social storytelling.

DELIVERABLES

Instagram Reels · Stories · Feed Content
Short-Form Video · Editorial Photography
Travel Storytelling · Audience Engagement

RESULTS

1.5M+	1.81M+	8.1%
Total Views	Total Engagements	Engagement Rate

CASE STUDY
TELUS FOUNDATION

Engaging audiences through shared values of community, compassion, and meaningful impact.

TELUS | TELUS Friendly Future Foundation



OBJECTIVE

Support awareness and engagement for the TELUS Friendly Future Foundation Gala through authentic, creator-led content that captures the energy and significance of the event. The campaign highlights the gala experience, TELUS' commitment to creating positive community impact, and the meaningful moments that bring the foundation's mission to life.

CREATIVE APPROACH

Capture the TELUS Friendly Future Foundation Gala through polished, real-time storytelling, combining short-form video and Instagram Stories to share the atmosphere, key moments, and purpose behind the event in an engaging and personal way.

DELIVERABLES

1 Instagram Reel · 1 TikTok Video · 3+ Instagram Story Videos · Original Royalty-Free Audio · Audience Engagement

RESULTS

1.1M+	22K+	1.92%
Total Views	Total Engagements	Engagement Rate

Successful Collaborations

Charlotte Tilbury

ESTD 2012 DRUNK ELEPHANT™

TEDDY BLAKE NEW YORK

TURKISH AIRLINES

SHOPPERS DRUG MART

ESTĒE LAUDER COMPANIES

CURRENTBODY THE BEAUTY TECH EXPERTS

JLUXLABEL

SkinCeuticals ADVANCED SKINCARE BACKED BY SCIENCE

essentia® ORGANIC MATTRESS

RW&CO.

YvesSaintLaurent collection

SHANGRI-LA HOTELS and RESORTS

L'OCCITANE EN PROVENCE

RUDSAK

TELUS®

sunwing

L'ORÉAL PARIS

FLEURCO™

Bath Depot

ZWILLING

SUMMER FRIDAYS

O·P·I

LA ROCHE-POSAY LABORATOIRE PHARMACEUTIQUE

AND MANY MORE!

Let's Team Up!

MORE ABOUT ME

A FEW FUN FACTS, FAVOURITES, AND LITTLE THINGS THAT MAKE ME, ME.

CAPRICORN
a bit of a perfectionist

I'M A MINIMALIST
less clutter, more clarity

LOVE WATCHING MUKBANGS
while I have a mukbang of my own

PERSONALITY TYPE: ENFJ
aka Protagonist

PROTECTS TIME TO RECHARGE
rest, reset, repeat

BEING WITH MY BEST FRIEND
love, laughter, and growing together.

HOLIDAY ROMANTIC
Christmas will always have my heart

SPF IS NON-NEGOTIABLE
skincare first, always

I'VE REWATCHED FRIENDS 10x
this tv series still never gets old

I'M AN AUTUMN
crisp air, beautiful layers, cozy evenings

I'M A HOMEBODY
home is my reset space

OVERACHIEVER
everyday of the week

SKINCARE ENTHUSIAST
always on the hunt for the next favourite

MAKEUP MINIMALIST
with a not so minimal collection

BELIEVES IN KEEPING IT REAL
intentional and authentic

COMPUTER SCIENCE MAJOR
yes, I'm a nerd

FRAGRANCE LOVER
scent makes moments memorable

LOVE JAPANESE CUISINE
sushi omakase, ramen, udon for life

MAKING PEOPLE LAUGH
always a big part of who I am

AVID TEA DRINKER
so no coffee for me

FAVOURITE WAY TO DESTRESS
catch me reading my favs ACOTAR, TOG

A LITTLE CONTROVERSIAL
pineapple on pizza — and I stand by it



I can't wait to collaborate!

THANK YOU SO MUCH FOR BEING HERE!

New destinations. New stories. Let's create them together.



Let's Work Together

Where elevated brands meet an engaged, global community.

Sponsorship and collaboration inquiries are accepted based on availability. To be considered for a partnership, please email pr@kellychan360.com with details about your product or service, website, campaign goals, and proposed collaboration.

Please allow 3–5 business days for a response. I look forward to learning more about your vision and exploring opportunities to create a thoughtful, mutually aligned partnership.

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KELLYCHAN360.COM

Kelly Chan360












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