LUVVIE AJAYI

Writer | Speaker | Advocate

Professional Troublemaker
ABOUT LUVVIE

Luvvie Ajayi is an award-winning writer, speaker and digital strategist who thrives at the intersection of comedy, technology and activism.

She is a 15-year blogging veteran and the voice behind the respected and hilarious AwesomelyLuvvie.com, where she covers all things pop culture with razor sharp commentary and wit. In addition to her blog, Luvvie communicates to her worldwide followers through her podcast, Rants and Randomness.

Her first book I’M JUDGING YOU: The Do-Better Manual was published in September 2016 and instantly made it on the NY Times best-selling list. After ten printings, the book was re-released in hardcover with a special bonus chapter in November 2017.

The University of Illinois alum speaks on stages around the world on topics related to branding, entrepreneurship and digital marketing. One day you might find her MCing a technology conference, and later that week she’ll be in conversation with a high-profile executive or a notable social justice activist. Her forums range from theaters that hold thousands to conference rooms for invite-only workshops. She’s spoken at numerous stages, including: The Obama White House, TEDWomen, SXSW, 3% Conference, MAKERS, Pennsylvania Conference for Women, Social Media Week (Chicago, Lagos and Johannesburg), Teen Vogue Summit, The Together Tour, to name a few.

Luvvie co-founded the nonprofit The Red Pump Project in 2009 to raise awareness about the impact of HIV/AIDS on women and girls, and served as Executive Director of the national organization, until it wound down after its 9th anniversary.

Her love language is shoes. Her superpower is her side-eye.
Luvvie Ajayi, the internet’s go-to source for smart takes on pop culture, presents lessons and side-eyes on life, culture, social media, and fame. I’M JUDGING YOU: The Do-Better Manual is her debut book of humorous essays that dissects our cultural obsessions and calls out bad behavior in our increasingly digital, connected lives. I’m Judging You is the handbook the world needs, doling out the hard truths and a road map for bringing some “act right” into our lives, social media, and popular culture.

Published by Henry Holt & Co. on September 13, 2016


+ #1 Washington Post best-seller
+ NPR’s best books of 2016
+ 2017 Audie Award for Best Humor Book - Audio Publishers Association
+ BookRiot “100 Must-Read Hilarious Books
+ Goodreads Choice Awards Finalist
+ Reprinted more than 10x
+ Re-released in hardcover
+ Optioned for TV within six months of release

For more information on the book, please visit ImJudgingYouBook.com
AWESOMELYLUVVIE.COM: THE BLOG

 Awsomely Luvvie is an award-winning site covering everything POP CULTURE, from TV, MOVIES and TECHNOLOGY to TRAVEL, RACE and life’s random adventures.

Created in August 2006, it’s one of the few places online where guaranteed hilarity happens. If laughter is medicine, the site is salve for the soul.

As the High Priestess of Side-Eyes, Luvvie offers hilarious, thoughtful and insightful commentary on what’s happening in the world, both real and virtual. Shady cats, problematic politicians, and clueless athletes are just a few of the topics that may make the blog, along with coverage of cultural phenomenon, real world heroes, or her special flavor of television recaps (even the show’s writers read Luvvie’s recaps!). Luvvie’s tool of choice is humor.

And there is LuvvNation, a large community of AwesomelyLuvvie.com readers, built up through the years, who are highly engaged and also highly hilarious themselves. Reading Luvvie’s blog posts are only part of the fun, and the other half is the comments section. Awesomely Luvvie is where cackles and comedic camaraderie are currency.

LUVVIE’S INFLUENCE

Whether online or via live activations, Luvvie is able to garner engagement from her audience and from influencers who follow her work closely. They LIKE, SHARE and COMMENT often. People want to hear her take on EVERYTHING and go WHERE SHE GOES.

Luvvie provided the official recaps of HBO’s hit show INSECURE for both seasons, was asked to help make her audience aware of bone marrow disease and ways they could help and was a speaker at Michelle Obama’s annual College signing day.
Rants & Randomness is a podcast that covers all things pop culture and relevant to our lives, through the lens of our resident Side-Eye Sorceress, Luvvie Ajayi. On the show, she talks about her most pressing rants, raves and faves from this topsy-turvy world. Plus, she is joined by special guests you know and love (and guests you need to know).

The podcast launched in February 2018, and has already garnered more than 110,000 downloads in 4 episodes. It was chosen as “New & Noteworthy” and featured in their “BOLD WOMEN” roundup by Apple Podcasts. It was chosen as a “featured podcast” by Spotify, and NPR’s Michel Martin chose it as a “Must Listen.”
A techie herself, Luvvie launched Awesomely Techie in April 2014. The site reviews apps, photography, web strategy and gadgets with the goal of making the information easy for people to understand, so they can use it to make their lives easier.

Leveraging Luvvie’s background in Marketing and Communications, her expertise as a digital strategist, and her experience as a longtime blogger, AwesomelyTechie is showing fast growth in traffic. It is supported by a variety of contributors and experts.
Seeing the world is more than collecting passport stamps. It is an opportunity to expand your perspective, your knowledgebase and your possibilities. When you’re standing by the Great Pyramids of Egypt, built 4,500 years ago, it is hard to take yourself too seriously.

She has traveled to numerous countries across 4 continents so far, from the British Virgin Islands to Spain to Kenya to Qatar. Along her journey, Luvvie posts about her adventures, bringing her audience on trips around the world.

Whether she’s swimming with dolphins in Mexico, ziplining through the forests of the Dominican Republic, riding ATVs through the desert in Morocco, petting a baby lion in South Africa or dune buggying in Dubai (United Arab Emirates), Luvvie uses the hashtag #TravelLuvv to tell the dynamic story of her jaunts across Facebook, Twitter and Instagram. She records live videos so those keeping up with her feel like they’re everywhere she is.
Luvvie has a highly-engaged audience that is young, educated, technologically-savvy and socially conscious — AND they love all things TV and social media.

### Social Media Reach

**As of April 2018**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>AWESOMELYLUVVIE</td>
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<tr>
<td>Twitter</td>
<td>LUVVIE</td>
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<tr>
<td>Instagram</td>
<td>LUVVIE</td>
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**Average Monthly Page Views**

700,000

**Average Monthly Unique Visitors**

500,000

**Blog Audience Demographics**

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<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Women</td>
<td>82%</td>
</tr>
<tr>
<td>Men</td>
<td>18%</td>
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<tr>
<td>Ages 22-44</td>
<td>52%</td>
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Luvvie is verified across all her social channels.
<table>
<thead>
<tr>
<th>Award</th>
<th>Recipient</th>
<th>Date</th>
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<tbody>
<tr>
<td>Breakthrough Award</td>
<td>Council of Urban Professionals</td>
<td>2017</td>
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<tr>
<td>Outstanding Alumni Award</td>
<td>University of Illinois LAS</td>
<td>2017</td>
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<tr>
<td>Social Influencer Award</td>
<td>YWCA</td>
<td>2017</td>
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<tr>
<td>OKAY 100Women</td>
<td>OkayAfrica</td>
<td>2017</td>
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<td>EBONY Power 100</td>
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<td>2017</td>
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<td>Audie Award for Best Humor Book</td>
<td>Audio Publishers Association</td>
<td>2017</td>
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<td>The Root 100</td>
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<td>2017, 2016, 2014</td>
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<td>SuperSoul 100</td>
<td>Oprah Winfrey Network</td>
<td>2016</td>
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<td>Rockstar Award</td>
<td>ADCOLOR</td>
<td>2016</td>
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<tr>
<td>50 Most Influential Women</td>
<td>Marie Claire Magazine</td>
<td>2016</td>
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<tr>
<td>Influencer of the Year</td>
<td>Iris Awards</td>
<td>2016</td>
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<tr>
<td>Most Awesome Women of 2016</td>
<td>Good Housekeeping</td>
<td>2016</td>
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<tr>
<td>WEEN 100</td>
<td>WEEN</td>
<td>2016</td>
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<tr>
<td>Black Innovator</td>
<td>XFINITY Comcast</td>
<td>2015</td>
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<tr>
<td>Champion of Change (Health)</td>
<td>BlackDoctor.org</td>
<td>2015</td>
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<td>PRESS</td>
<td>The New York Times</td>
<td>Forbes</td>
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<td>BLACK ENTERPRISE</td>
<td>Inc.</td>
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<td>Chicago Tribune</td>
<td>People</td>
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<td>HUFFPOST</td>
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<td>REFINERY29</td>
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<td>REUTERS</td>
<td>THE ROOT</td>
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LET’S WORK TOGETHER

Luvvie partners with brands for campaigns that are mutually beneficial, organic and that her audience will respond to and engage well with. She’s worked with Nike, P&G/MBIB, Consumer Reports, AARP, HGTV, BET, Comcast, Nielsen, Target, AT&T, Hallmark, Toyota, Netflix and more.

CONNECT WITH LUVVIE FOR:

+ Advertising and marketing campaigns
+ Brand ambassadorships and strategic partnerships
+ Hosting events, panels and speaking engagements
+ Keynotes and TED-style talks
+ Consulting and coaching (on creative and/or social media strategy and campaigns; on company culture and/or diversity and inclusion initiatives)
EXPERIENCE / EVENTS AMBASSADOR

Luvvie curates experiences and serves as an event ambassador for everything from tech conferences and travel journeys to award shows and brand activations.

If she’s in the room, so are the hundreds of thousands of people who follow her on social media.

Using dynamic pictures and videos, she takes her curious audience with her on adventures, giving them insider access to the fun, the learning and the reason why your event or locale is important. She sits with your teams, shows the people behind the magic, and gives a behind the scenes look on why your brand is relevant, innovative and awesome.

Her audience was right with her when she sat next to Richard Branson as he introduced his latest product, and they shared a laugh when Oprah rubbed Luvvie’s newly shaved head. They were backstage with her in the 10 different cities of the Together Tour and they went with her on her trips to Nigeria, Morocco, South Africa and Kenya. They got the inside scoop when she was at the NAACP Image Awards, ESSENCEFest and at the Academy Awards. It is a virtual “show and tell” of sending postcards home. “You should be here. xoxo, Luvvie.”
PARTNERSHIPS: PRESENT & PAST

HBO
NIKE
McDonald's
History
Toyota
Netflix
AT&T
Comcast Xfinity
My Black is Beautiful
HGTV
Shoebox
Mattel
Nissan
Chevrolet
NBC
BET
Bounty
Nielsen
Consumer Reports
Coca-Cola
Luvvie is known for her ability to drive and sustain interesting conversations online and in person. Her energy is unmatched, making her an ideal host and interviewer. She’s been at the helm of a series of events, from award shows to watch parties, and her audience comes along for all of it.

EVENTS LUVVIE HAS HOSTED INCLUDE:
+ 3% Conference (November 2017)
+ MBIB “Squad Up” Dinner (June 2017)
+ TIDE Conference (June 2017)
+ AT&T Black Enterprise Women of Power Summit Influencer Dinner (March 2017)
+ Democratic National Convention Live (July 2016)
+ OWNTV’s Greenleaf Premiere Red Carpet (June 2016)
+ Bentonville Film Festival Awards (May 2016)
+ Ms. Foundation’s Gloria Awards After Party (May 2015 and 2016)
+ AT&T’s 28 Days Podcast Series (February 2016)
+ Rosa Regale’s Empire Watch Parties (September and October 2015)
Luvvie is a sought-after speaker with over 8 years of experience presenting on blogging, branding, social media, digital marketing, online advocacy/activism and more. She is also often tapped to speak on facing your fears, as her journey is the perfect example. The University of Illinois alum has keynoted at major conferences and at universities such as:

- NTEN Conference
- Massachusetts Conference for Women
- Mount Holyoke College
- Black Girls Run
- The Center for Association Leadership
- BlogHer Conference
- The Health Equity Institute
- Altitude Summit
- University of Iowa
- Ohio Women’s March

**SIGNATURE TOPICS:**

- Branding Like a Bawse in the Digital Age
- Blogging MasterClass: From Beginner to Boss
- Being Awesome Online: Social Media Strategy the Right Way
- Using Social Media for Social Good
- Maintaining a Clean Online Reputation and Google Footprint

Luvvie prepares and presents custom talks for high schools, colleges and businesses.
CONTACT

For more on Luvvie’s work, experience and projects, visit Luvvie.org

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luvvie@aweluv.com