
Pitchbook



StarBoxBlue



contact@starboxblue.com

JENNIFER ZHUANG

LIFESTYLE / BEAUTY / FASHION

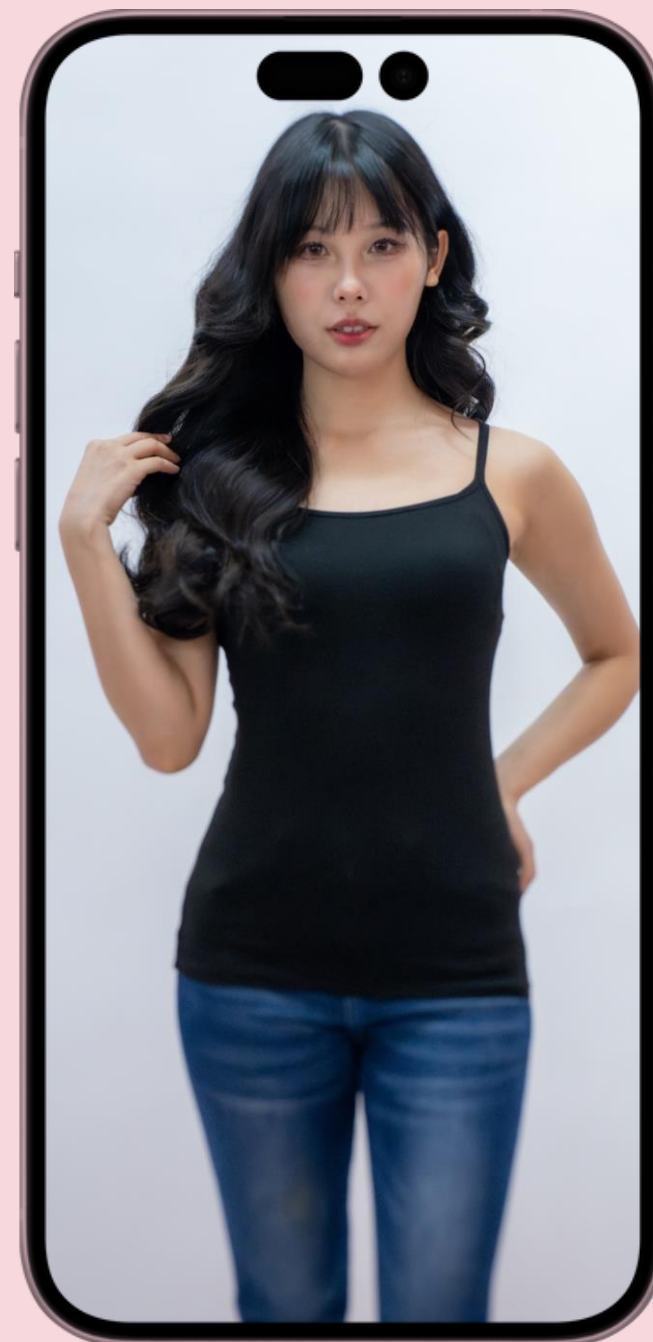
Jenn captivates her audience through entertaining and relatable skits, skillfully weaving her content around fashion and her rich Asian heritage. She seamlessly incorporates promotional material into her skits, keeping her audience engaged. Jenn has shown remarkable growth with high viewership metrics and engagement.

METRICS & DEMOGRAPHICS

Instagram	217K	18-24	53%
TikTok	198K	25-34	35%
Youtube	1K	Women	49%
		USA	59%

PREVIOUS COLLABS

CoffeeMeetsBagel
Yuzu
Genshin Impact
Miniso
My Lashes



CHRISTINE SEO

LIFESTYLE / TRAVEL / FOOD

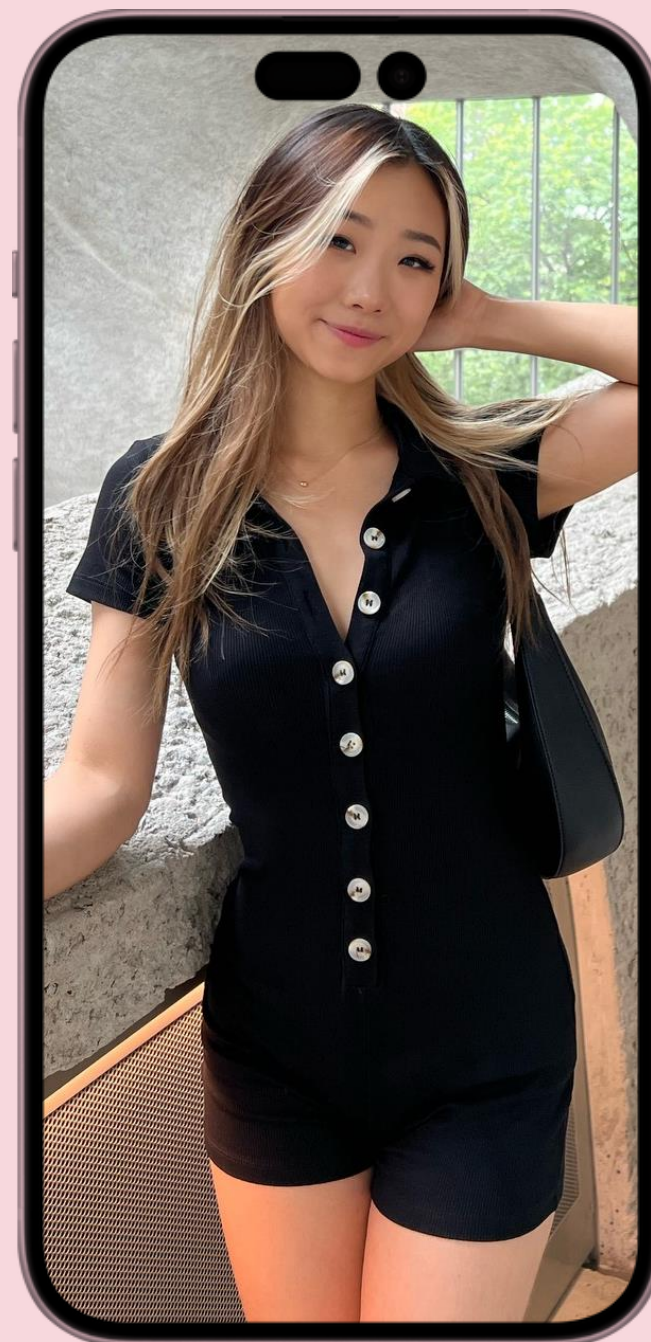
Christine effortlessly blends her professional expertise as a UX designer with her personal passions. With a talent for voiceovers, she guides her audience through her adventures, culinary experiences and day-to-day activities, painting a vivid picture of her life and garnering a loyal and engaged following.

METRICS & DEMOGRAPHICS

Instagram	8K	18-24	29%
TikTok	42K	25-34	55%
		Women	38%
		USA	74%

PREVIOUS COLLABS

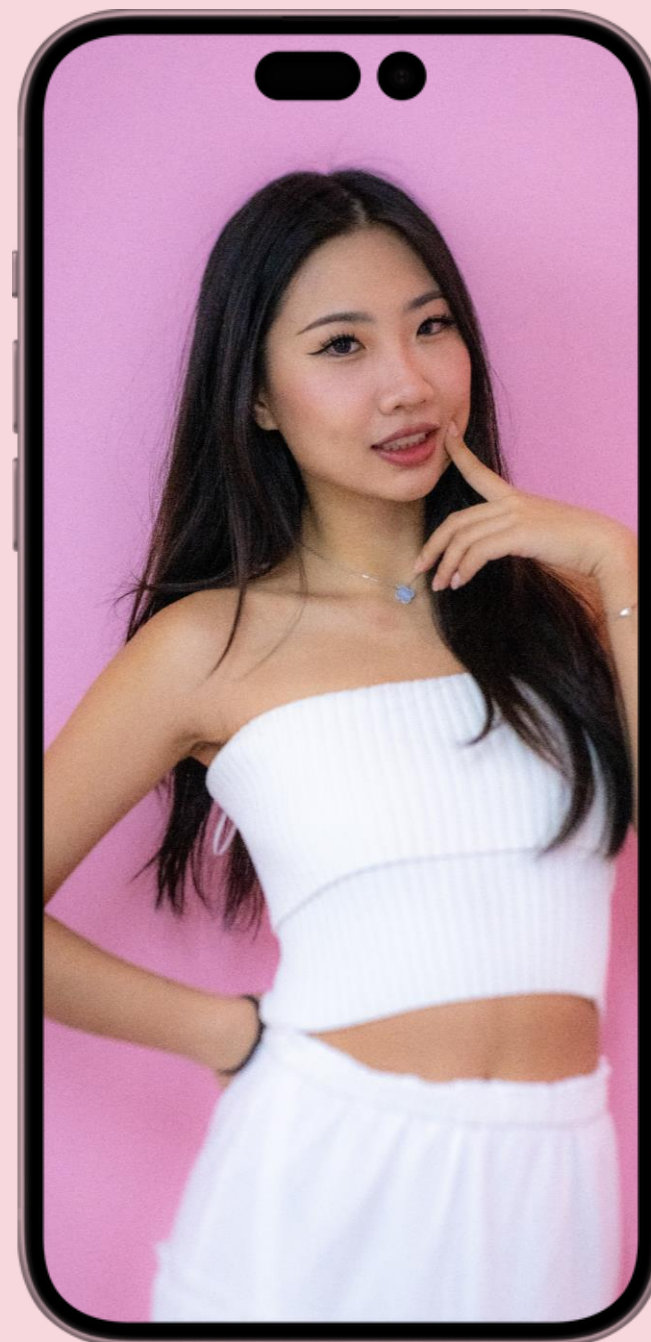
CoffeeMeetsBagel
Miniso
EventBrite
Microsoft
Flexispot



MARTHA CHEN

LIFESTYLE / BEAUTY / FASHION

Martha is known for her seamless outfit changes and impeccable sense of style. With a full-time consulting career, Martha effortlessly weaves professional insights into her fashion-focused videos. From elegant office attire to weekend chic, Martha inspires her audience with relatable fashion content.



METRICS & DEMOGRAPHICS

Instagram	34K	18-24	24%
TikTok	4K	25-34	40%
		Women	17%
		USA	49%

PREVIOUS COLLABS

- CoffeeMeetsBagel
- Miniso
- KhieI
- Armani Beauty
- Rihoas

ABBY HUANG

LIFESTYLE / BEAUTY / FASHION

Meet Abby Huang, a trendsetting influencer celebrated for her cutting-edge style and avant-garde looks. As the founder of her own marketing company, she connects brands with influencers for impactful collaborations, inspiring her followers to embrace their unique style journey.

METRICS & DEMOGRAPHICS

Instagram	27K	18-24	50%
TikTok	9K	25-34	20%
		Women	38%
		USA	27%

PREVIOUS COLLABS

CoffeeMeetsBagel
SXSW
Miniso



FIONA LEE

MIXOLOGY

'Cocktails With Me NYC,' spotlights Fiona's creative journey in mixology, transforming everyday recipes into innovative, seasonal cocktails. Focusing on fresh, local produce and classic twists, she captivates and inspires her followers, elevating their palettes with unforgettable, flavor-rich experiences.

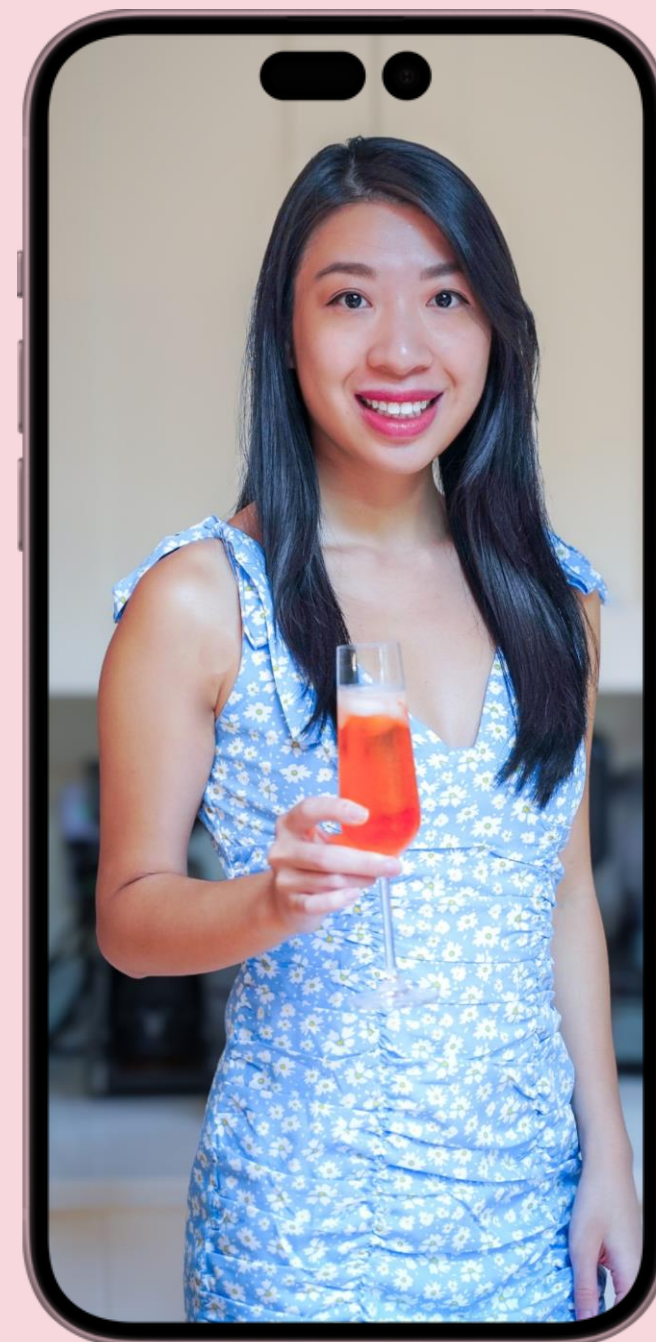


METRICS & DEMOGRAPHICS

Instagram	45K	25-34	35%
TikTok	1K	35-44	23%
		Women	55%
		USA	44%

PREVIOUS COLLABS

White Claw
Herradura
Cenote Tequila
Pineau des Charentes
Altos Margarita



Jerica XU

FOOD / LIFESTYLE

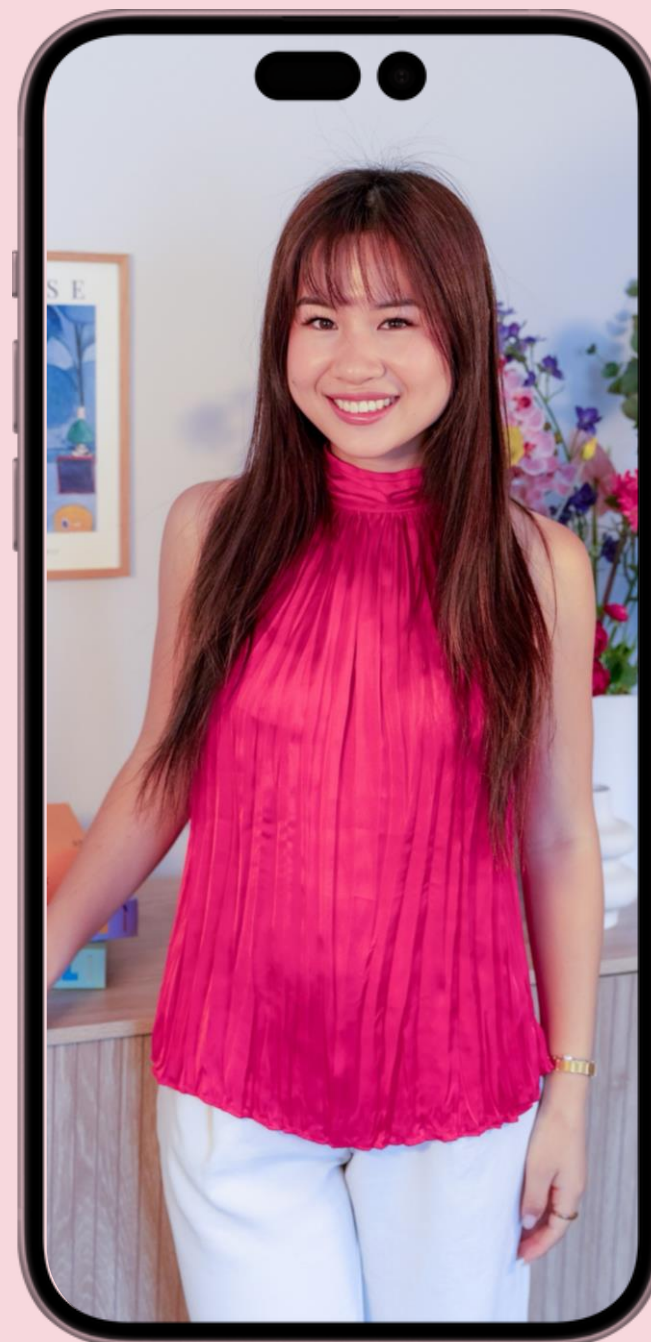
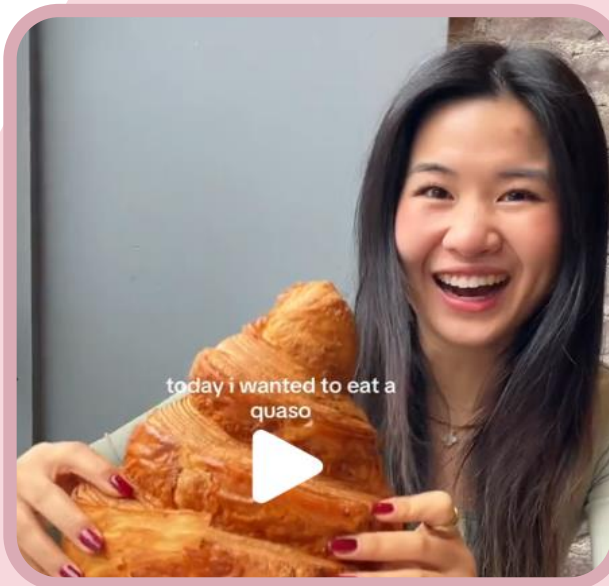
Based in NYC, Jerica is a dynamic food and lifestyle creator with a passion for uncovering the city's hidden culinary gems. From quaint cafes to bustling eateries, her videos showcase a wide array of dining experiences, with a special emphasis on Asian cuisines. She is known for her gorgeous framing, vivid lighting and quick cuts, perfectly highlighting the food.

METRICS & DEMOGRAPHICS

Instagram	32K	18-24	21%
TikTok	2K	25-34	43%
		Women	71%
		USA	78%

PREVIOUS COLLABS

NYC DragonFest
NYC TaiwanFest
Netashari
Jugos
Sino Cultural



CLAUDIA SHAO

LIFESTYLE / BEAUTY / TRAVEL

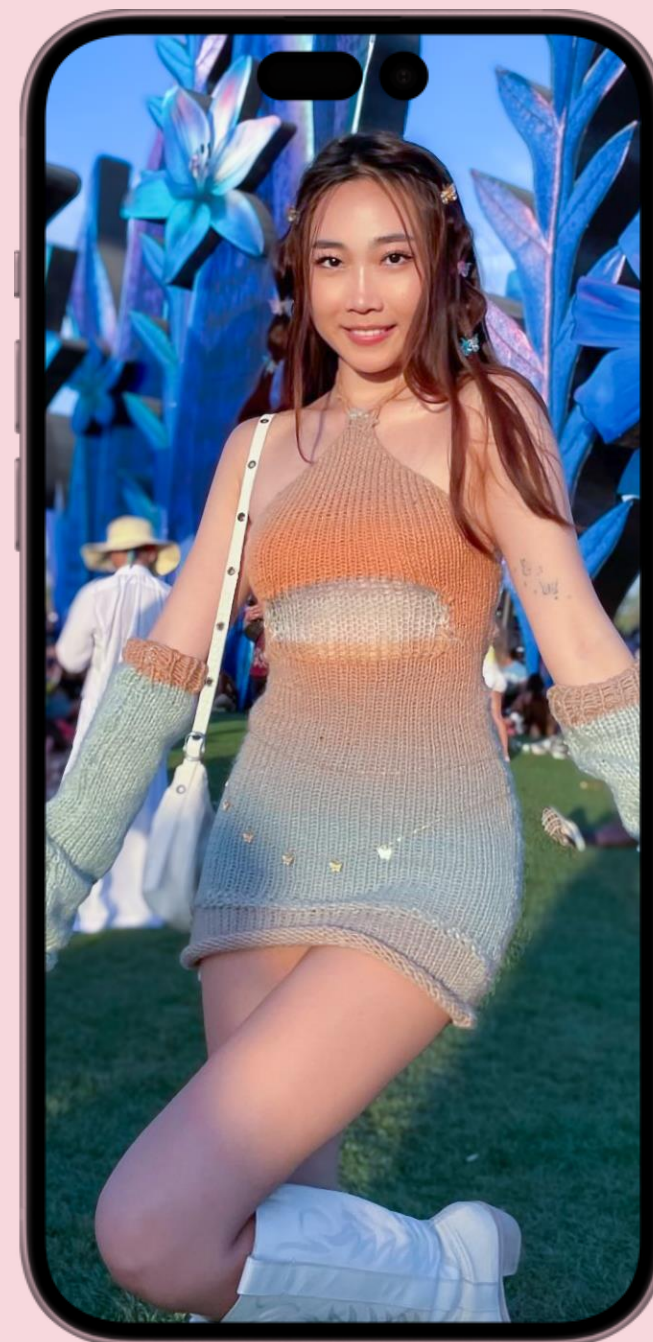
Claudia is a vibrant makeup and lifestyle influencer based between NYC and San Francisco. With over three years of content creation experience, she brings together a dynamic blend of lifestyle, skincare, and travel content to her growing audience. She's partnered with many beauty brands like Clinique, Dove, Fenty Beauty and PrincessPolly.

METRICS & DEMOGRAPHICS

Instagram	1K	18-24	47%
TikTok	25K	25-34	37%
		Women	52%
		USA	68%

PREVIOUS COLLABS

Clinique
Dove
Fenty Beauty
PrincessPolly



ANNA HWA

BEAUTY / LIFESTYLE

Anna expertly weaves her daily experiences into her vibrant content, focusing on lifestyle, beauty and food. Her videos not only offer practical skincare and makeup tips but also a glimpse into her adventures to EDM festivals and her journeys to discover new foods.



METRICS & DEMOGRAPHICS

Instagram	1K	18-24	52%
TikTok	26K	25-34	34%
		Women	83%
		USA	46%

PREVIOUS COLLABS

Moon Oral
Lilac St
NARS Cosmetics
Brooklinen

VICTORIA LIAO

LIFESTYLE / BEAUTY / FASHION

Victoria is a vibrant lifestyle, beauty and fashion creator who brings the allure of NYC to her audience. With a passion for sharing her experiences, she offers a glimpse into her dynamic city life. In addition to being a full-time creator, she's launched her own skincare product line, Okra Origins.

METRICS & DEMOGRAPHICS

Instagram	22K	18-24	34%
		25-34	50%
		Women	50%
		USA	63%

PREVIOUS COLLABS

PromGirl (Jovani & Sherri Hill)
Mejuri
Ana Luisa
New York Film Festival



SARAH CHEN

LIFESTYLE / BEAUTY / FOOD

Balancing a full-time career in banking with her passion for content creation, Sarah offers her followers a unique blend of content. Based in the heart of NYC, her content is rich with tales of NYC dating, expert fashion advice and must-try food recommendations, capturing the heart of city life.

METRICS & DEMOGRAPHICS

Instagram	2K	18-24	21%
TikTok	8K	25-34	45%
		Women	76%
		USA	80%

PREVIOUS COLLABS

Neo



Christina Seo

BEAUTY / MODEL / FASHION

Christina is a 23-year-old Korean-American entrepreneur, model, and content creator passionate about beauty, psychology, wellness, and fitness. She uses her diverse interests and expertise to create engaging and informative content across social media platforms. Her mission is to educate, inspire, and build a supportive community.

METRICS & DEMOGRAPHICS

Instagram	8K	18-24	34%
Tik Tok	1K	25-34	50%
		Women	45%
		USA	83%

PREVIOUS COLLABS

Clinique
Ana Luisa
Neutrogena
Steve Madden
Elf Cosmetics

