

THELMA LAWSON



Lifestyle Influencer



SERVICES

**EVENT PROMOTION &
ATTENDANCE**

EVENT HOST

**PRODUCT REVIEW, TUTORIAL &
DEMONSTRATION**

ASMR + VOICEOVER VIDEOS

**USAGE ONLY
COMMERCIALS/BILLBOARDS**

LIFESTYLE VIDEOS

FASHION/FACE MODEL

WHITELISTING

BRAND AMBASSADOR

CASE STUDY



(01) Extract Skincare Campaign

Platform:

Instagram and Facebook

Objective:

To educate my audience on the benefits of the Authentic Extract Skincare product and showcase their new range products

Summary:

This campaign focused on sharing my personal skincare routine in the big brother Naija house emphasizing the benefits of Extract's product in my routine, I showcased its value in an authentic and relatable way. The content resonated deeply with my audience, sparking meaningful engagement, and increased product interest.



654K

Reach



37%

Engagement



25K

Likes

CASE STUDY



(02) Budweiser Royale Launch

Platform:

Instagram and
TikTok

Objective:

Build curiosity and event
anticipatio, extend event
visibility towards my
audience

Summary:

This was the launch of a new Budweiser product "Budweiser Royale"...emphasizing the smoothness of the beer and attending the event to experience the royal launch. I showcased different scenes from the event, interacted with other guests and made live story posts on Instagram and Snapchat. The content resonated deeply with my audience, sparking meaningful engagement.



36K

Reach



15%

Engagement



3K

Likes

GET IN TOUCH

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*Let's collaborate and create
something extraordinary together!*