

# ALISON KONDLER

## MASTER BIRDER



[birdingbyear.com](https://birdingbyear.com)

Links Included in Kit

Outdoor Content Creator  
@birding\_by\_ear



## ABOUT ME

I'm an Audubon Master Birder and professional content creator with over a half million followers across Instagram, TikTok, and Facebook, specializing in engaging and educational content about birding and nature.

With a passion for storytelling and expertise in birds, I create social media content that connects with birders and nature lovers.

Thank you for exploring my media kit. I'm excited to collaborate with you to create impactful content that resonates with my audience and expands your brand's reach.





# ALISON KONDLER

Engagement Through Educational Storytelling

## MY SERVICES

- Brand Partnerships
- Influencer Marketing
- User Generated Content
- Keynote Speaking
- Guided Birding
- High-Quality Video Production
- On-site Brand Promotion

## DEMOGRAPHICS

### FOLLOWERS



315K



213K



147K



13K

### AUDIENCE



85% 15%



79% 21%



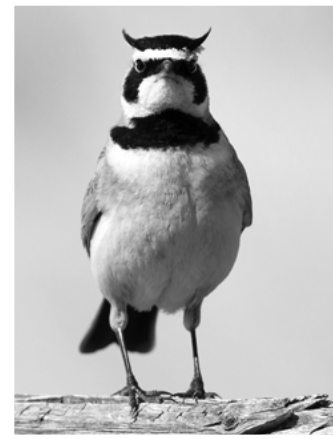
62% 39%



46% 54%



- See online media kit for more stats



**SquirrelBuster®**



# COLLABORATION CASE STUDY BRAND AWARENESS

Brome Bird Care - Raccoon Buster Promo 2025



## ACCOUNTS REACHED

**102,410**

*Analytics based on 30 days after posting  
on Facebook with 170K followers.*

Followers

63.2%

Non-Followers

36.8%

## TOTAL VIEWS

(Watch time of 32d 7h hours)

**129,731**

## AVERAGE WATCH TIME

**27 SECS**

## INTERACTIONS

**4,024**

3K Likes, 130 Comments,  
622 Saves, and 346 Shares

## VIEW RATE

**25.75%**



**VIDEO LINK**

## PREVIOUS COLLABORATION LINKS



Alison had the "highest engagement rate on Instagram Reels" among six other influencers on the same campaign.  
~ Canon USA



## FEATURED IN



LET'S  
COLLABORATE

[alison@birdingbyear.com](mailto:alison@birdingbyear.com)