

ALISON KONDLER

MASTER BIRDER



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 500K 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

DEMOGRAPHICS

FOLLOWERS



213K



164K



126K



5K

AUDIENCE



85% 15%



79% 21%



62% 39%



46% 54%

ORGANIC REACH

(April 14th - July 12th 2024)

5.3M reach

620K reach

NA

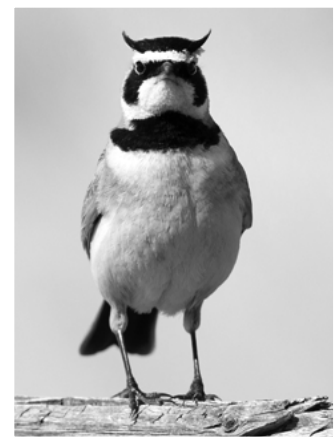
NA

14.4M views on 27 videos

1.4M views on 10 videos

1.3M views on 10 videos

NA



Squirrel Buster®

COLLABORATION CASE STUDY BRAND AWARENESS

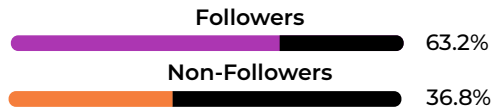
Brome Bird Care - Squirrel Buster Promo 2024



ACCOUNTS REACHED

23,547

Analytics based on 5 months after posting on Instagram Reels with at the time 138K followers



TOTAL VIEWS

(watch time of 140 hours)

35,533

AVERAGE WATCH TIME

17 SECS

INTERACTIONS

2,145

1,501 likes, 90 comments,
313 saves, and 241 shares

VIEW RATE

25.75%



[VIDEO LINK](#)

HIGHEST VIEWED VIDEOS



HUMMINGBIRD'S FAVORITE FLOWER
Hummingbird Carpet

6.8M

D.I.Y. FLOATING ROCK FOUNTAIN

1.7M

DO IT YOURSELF WATERFALL

1.6M

D.I.Y. HUMMINGBIRD SWING & FEEDER

1.5M

THE PERFECT IMAGE PHOTOBOMBED

3.7M

ATTRACT HUMMINGBIRDS
All Secrets Revealed

1.3M

D.I.Y. BUBBLING ROCK FOUNTAIN

130K

PREVIOUS COLLABORATION LINKS



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



FEATURED IN



LET'S
COLLABORATE

alison@birdingbyear.com