

**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 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

## DEMOGRAPHICS

### FOLLOWERS



212K



165K



130K



6K

### AUDIENCE



85% 15%



79% 21%



62% 39%



46% 54%

### ORGANIC REACH

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

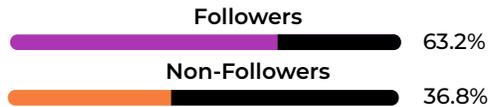
Brome Bird Care - Squirrel Buster Promo 2024



### 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



## 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)