

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
- On-site Brand Promotion

DEMOGRAPHICS

FOLLOWERS



309K



208K



147K



13K

AUDIENCE



85% 15%



79% 21%

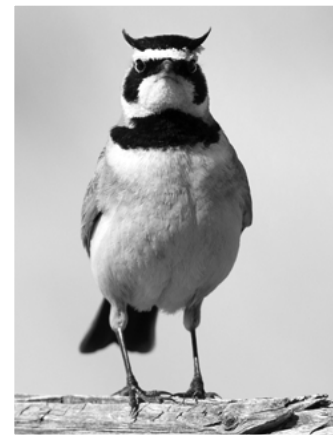


62% 39%



46% 54%

- See online media kit for more stats



SquirrelBuster®



COLLABORATION CASE STUDY BRAND AWARENESS

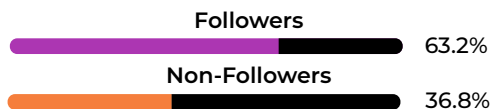
Brome Bird Care - Racoon Buster Promo 2025



ACCOUNTS REACHED

102,410

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



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

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