

# ANOWA ADJAH

*Content Creator*

FITNESS | BEAUTY | LIFESTYLE | EVENTS ✨





# ABOUT ME

Anowa Adjah is a nationally recognized Fitness Expert, Lifestyle & Beauty Content Creator, and On-Air Host with nearly 20 years of experience creating premium digital content and high-impact brand storytelling.

Having partnered with 75+ notable brands, Anowa specializes in increasing brand visibility, engagement, and conversion through strategic short-form video and authentic lifestyle integration. Her signature “Girl-Next-Door” approach allows branded content to feel natural, aspirational, and deeply relatable—resulting in strong audience trust and measurable results.

Her content spans beauty, wellness, fitness, and modern motherhood, including GRWM routines, product reviews, hauls, lifestyle vlogs, and brand storytelling that resonates with women 30+ who prioritize quality, self-care, and intentional living.

In addition to digital campaigns, Anowa is a seasoned on-air host and live speaker, trusted by brands to deliver compelling messaging both on camera and in person—making her an ideal partner for premium launches, long-term collaborations, and integrated brand campaigns.

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“TRUE IMPACT BEGINS WHEN  
YOU LEAD FROM YOUR MOST  
AUTHENTIC SELF.”

-ANOWA ADJAH



# AUDIENCE & REACH

Gender

**65%**  
Female

Age Range

**39%**  
35-44 Years

Top Country

**89%**  
United States

Top City

**5.4%**  
New York

Total Followers

**6M**  
Social Media  
Platforms

Total Monthly Reach

**8-12M**  
Cross Platform

Engagement Rate

**4.2%**  
Above Industry  
Average

Monthly Engagement

**500K**  
Interactions



**3M**  
Followers



**682K**  
Followers



**100K**  
Subscribers



**22K**  
Subscribers

# WHY BRANDS CONVERT W/ ANOWA

## **(01) Trust-Driven Storytelling**

Content feels organic and relatable, increasing watch time, saves, and brand trust.

## **(02) High-Intent Engagement**

Content is designed to drive meaningful actions—DMs, saves, shares, and clicks.

## **(03) Buyer-Ready Audience**

Women 30+ with strong purchasing power and brand loyalty.

## **(04) Multi-Platform Amplification**

Campaigns extend across Reels, Stories, Shorts, and reposts for maximum visibility.

## **(05) Professional Execution**

Clear communication, on-time delivery, and brand-aligned content every time.

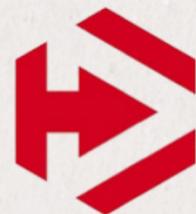
# CONTENT CAPABILITIES



## Content & Campaigns Capabilities

- Beauty & Wellness Product Integration
  - GRWM & Lifestyle Routines
  - Product Reviews & Hauls
  - Short-Form Video (Reels, Shorts, TikTok)
  - Brand Storytelling
  - Event Hosting & Moderation
  - Experiential Event Coverage & Recaps
  - On-Camera Hosting & Live Speaking
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# BRAND COLLABORATION



Dymatize



Camille Rose™



(MORE AVAILABLE UPON REQUEST)

# Let's collaborate to create impactful work that delivers measurable results.

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(Available for brand partnerships, experiential events, and on-camera hosting.)



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