

ANOWA ADJAH

Content Creator

LUXURY WELLNESS & LIFESTYLE | EVENTS





ABOUT ME

Anowa Adjah is a nationally recognized, Lifestyle & Beauty Content Creator, Fitness Expert, 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.

“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



678K
Followers



108K
Subscribers



30K
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



(MORE AVAILABLE UPON REQUEST)

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

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



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