



ESTD

1989

CHRISTINA GWIRA

MORE THAN A WEB DESIGNER



MEDIA KIT

2021-2022

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About Christina



Christina Gwira is a Toronto-based vlogger, entrepreneur, and speaker. She has over **10 years** experience running multiple businesses in beauty, telecommunications and now web design. As a vlogger, Christina has been a member of the YouTube partner program since **May 2013** and has seen her channel grow to have over **2 million views**. Her videos are tech, entrepreneurship and lifestyle focused, speaking to the day-to-day ups, downs, and in-betweens that new creative business owners face.

Christina creates content in the form of: **longform videos, short form videos, blog posts, as well as offline and online events.** She has hosted many an Instagram live, while also providing live event coverage for brands and businesses in an array of niches. She is also an avid speaker and trainer for both in-person and virtual summits, conferences, and events.

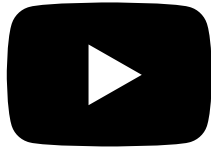
Her mission is to provide **an authentic look** into the life of a growing entrepreneur – not just from the business side – but from every angle.

In her spare time Christina enjoys hosting dinner parties, listening to jazz, and is the **self-proclaimed president** of the Earl Grey fan club. She has over 20 years experience as a **pianist**, is **an avid runner** and has a penchant for vanilla ice-cream.



About Christina

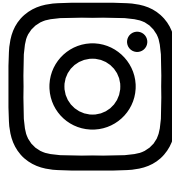
Statistics



8,765
SUBSCRIBERS



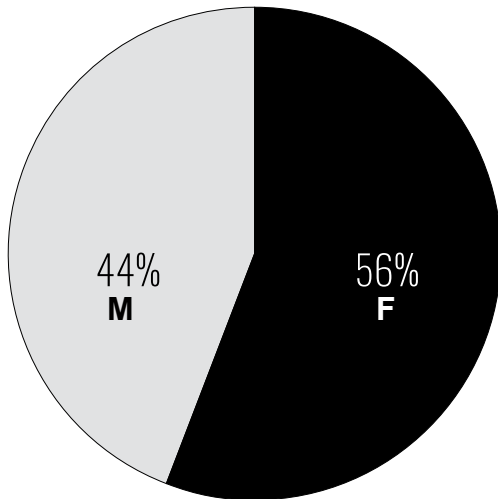
1,415
FOLLOWERS



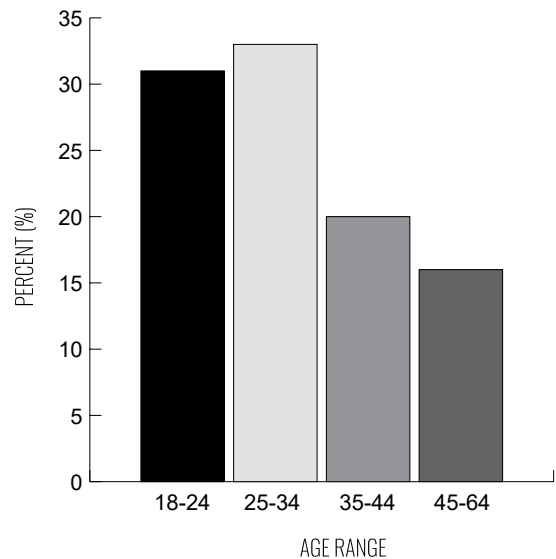
1,750
FOLLOWERS



1,100
FOLLOWERS



GENDER IDENTITY



AGE



WEB DESIGN
BUSINESS
ENTREPRENEURSHIP
DO-IT-YOURSELF
LIFESTYLE

CONTENT PILLARS



USA, CANADA,
TOP GEOGRAPHIC
AREAS



ENGLISH
LANGUAGE

5

Past Clients + CAMPAIGNS

wework


WORDPRESS

stripe

 GoDaddy Pro


elegant*
themes

KAELA KAY

 **BRAMPTON**

**SOCIAL
MEDIA
WEEK
TORONTO**


SENSATIONNEL®

 Real Estate Institute of Canada
Institut canadien de l'immeuble

 **START UP
CANADA™**

**SEO
Brunch**

THE INNATE LIFE

**Brampton
Entrepreneur Centre**
+ Co-working Space

Past Clients + CAMPAIGNS

TECHNOLOGY

- Digital Nova Scotia
- Elegant Themes
- GoDaddy
- GoDaddyPro
- SEO Brunch
- Stipe
- WooSesh
- WordPress

LIFESTYLE

- Clore Beauty Supply
- Clove + Hallow
- Holistic Beauty Expo
- Kaela Kay
- Michael's
- Morocco Method Int'l
- Sensationnel
- TIARA Shower Cap
- The Innate Life

MEDIA

- BFUTUR
- Elevate
- Social Media Week Toronto
- Toronto Caribbean Newspaper

BUSINESS

- Afro Caribbean Business Network
- Black Women in Motion
- Brampton Entrepreneur and Co-Working Space
- City of Brampton
- Real Estate Institute of Canada
- She Does the City
- Startup Canada / Startup Peel
- The Leadership Agency
- The Purpose Coach
- US Consulate Toronto
- WeWork
- Young Leaders of the Americas Initiative (YLAi)

DIVERSITY, EQUITY & INCLUSION

- Black Women in Motion
- Diversity Institute - Ryerson University
- Eva's Initiatives for Homeless Youth
- Women's Entrepreneurship Hub (WE-Hub)
- GoYouth Employment Services (YES)



Available Services



BRAND AMBASSADORSHIP

- In-Person Events
- Virtual Events
- Sponsored Posts



GIVEAWAYS

- Instagram Feed
- Instagram Stories
- YouTube Videos
- Blog Posts



PRODUCT PLACEMENT

- Instagram Feed
- Instagram Stories
- YouTube Videos
- Blog Posts



REVIEWS

- Instagram Feed
- Instagram Stories
- YouTube Videos
- Blog Posts
- LinkedIn Articles



SPEAKING ENGAGEMENTS

- Classes
- In-Person Events
- Virtual Events
- Twitter Spaces
- Podcasts



SPONSORED POSTS

- Instagram Feed
- Instagram Stories
- YouTube Videos
- Twitter Threads
- Blog Posts



VIRTUAL EVENTS + TAKEOVERS

- Twitter Chats
- Instagram Lives
- Facebook Lives
- Story Takeovers

About Black History Month:

Please be advised that I do not participate in Black History related campaigns unless I have worked with an organization on at least three (3) campaigns prior.

You're smart. I'm sure you understand where I'm coming from 😊

christinagwira

MAY 06 | MORE THAN A WEB DESIGNER
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EMPOWER THE PURSE

Live SEO
Page Audit

FOR MEMBERS ONLY

Christina Gwira

Heart, Comment, Share icons

Bookmark icon

christinagwira

Christina Gwira

Courtney Lyn

Heart, Comment, Share icons

christinagwira

BIANCA TATUM PRES

Elevate Your Brand
How Strong Brands
Websites That Con

with Web + App Development
Christina Gwira | @christinagwira

IG LIVE SESSION

Heart, Comment, Share icons

christinagwira

Knowing Your
Value as a
Freelancer

Charging What You're Worth

MONDAY, MAY 25TH AT 5PM ON IG LIVE

Christina Gwira

Courtney Lyn

Amy Barroso

Heart, Comment, Share icons

christinagwira

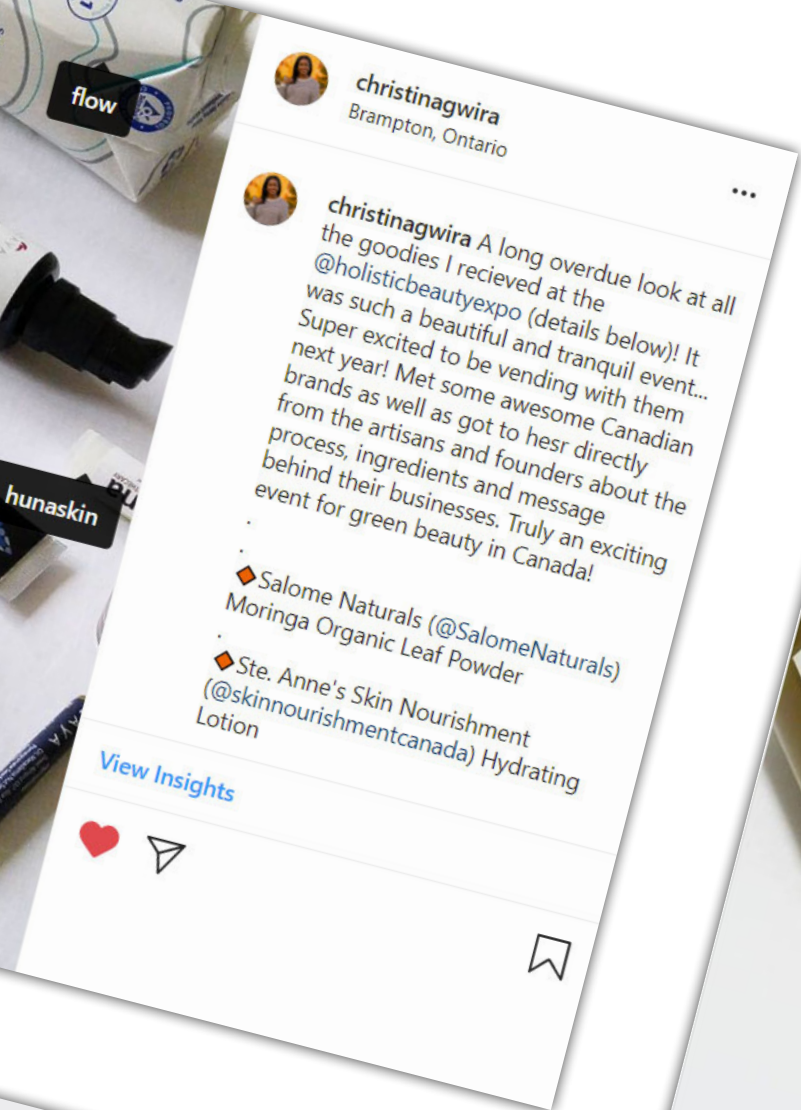
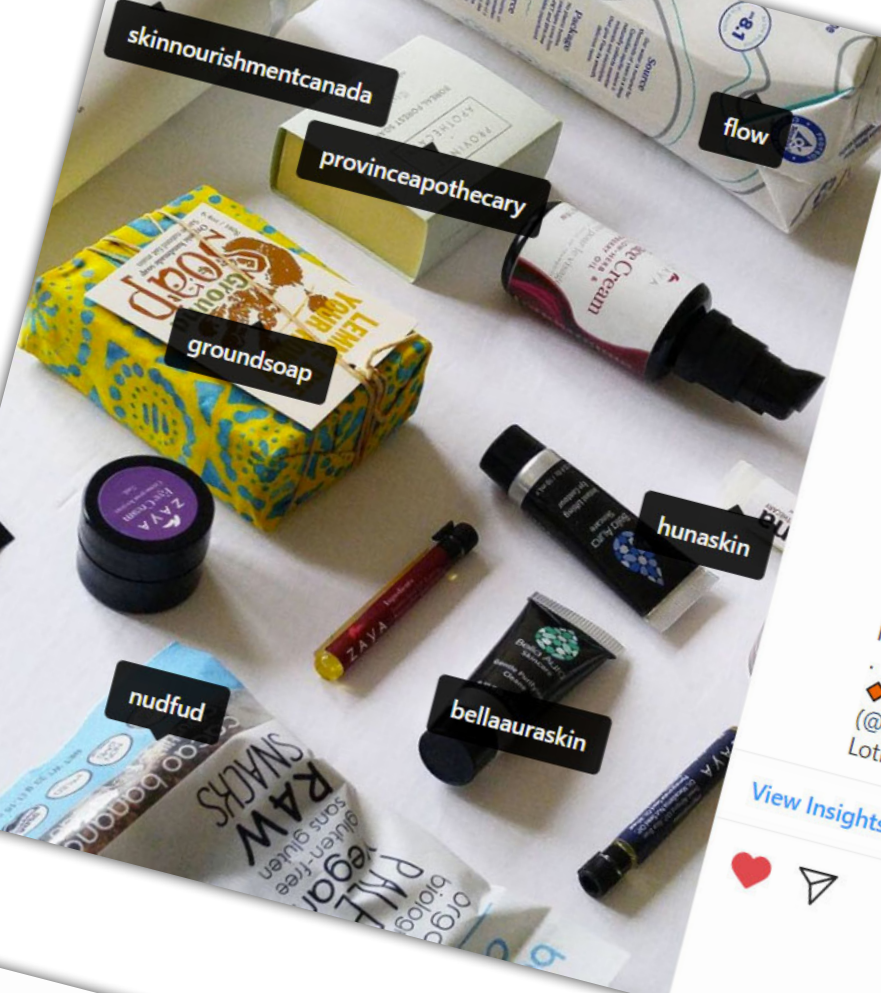
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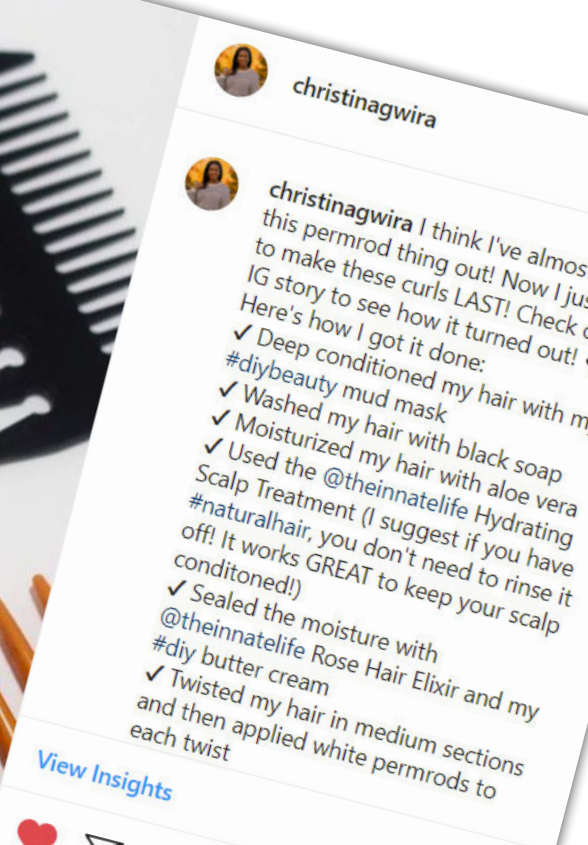
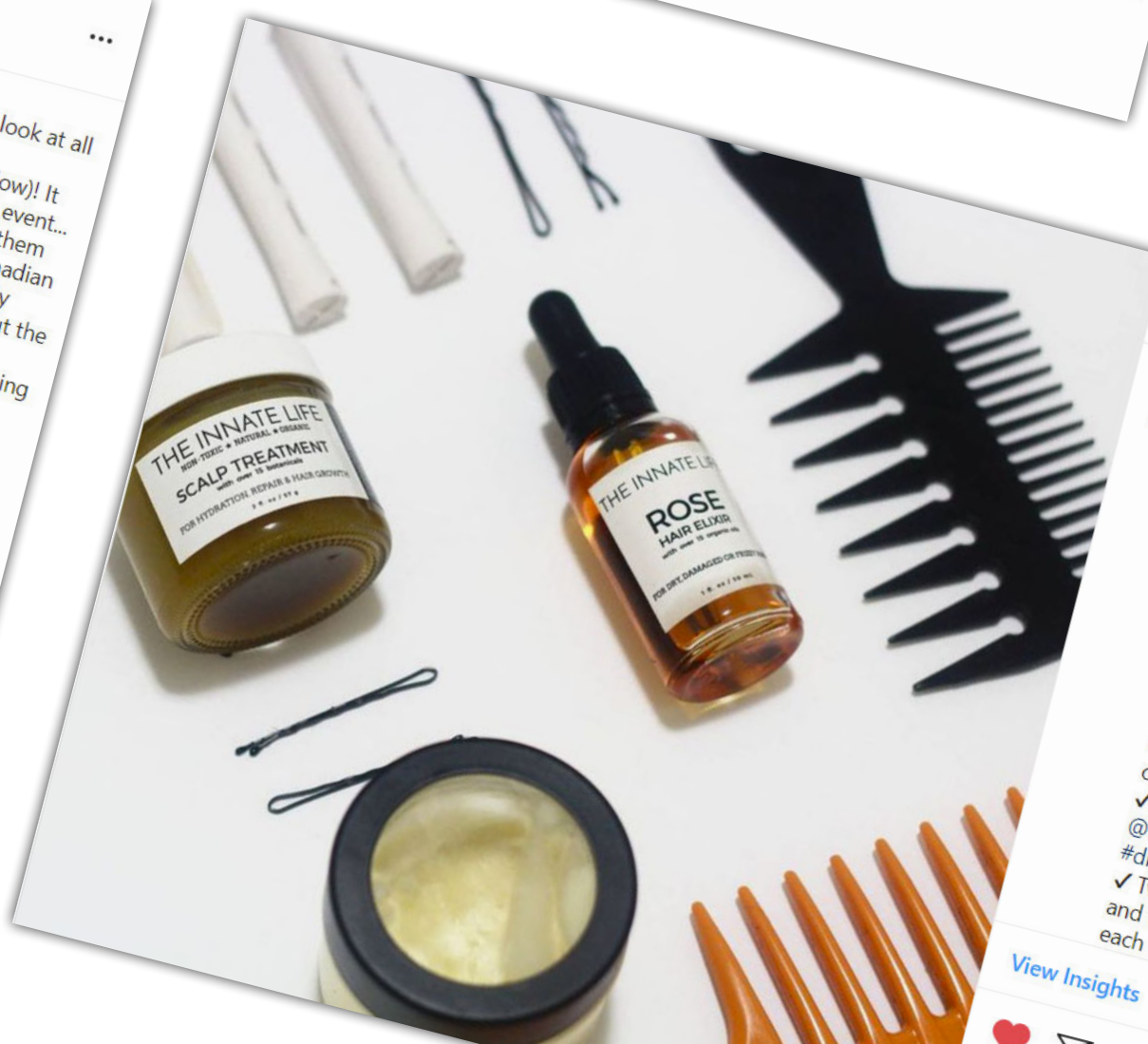
EMPOWER THE PURSE

Christina Gwira

Heart, Comment, Share icons



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WooSesh @WooSesh · Oct 14

Don't miss "An Introduction to WooCommerce Workshop" at #WooSesh with @christinagwira going live in 5 mins. You will walk away with a checklist to launch & maintain a successful WooCommerce store. Join us now

GoDaddy Pro & WPSESSIONS PRESENT

WooSesh
OCT 12-15

Register for FREE at **WooSesh.com**

woosesh.com

WooSesh - a virtual conference for WooCommerce - Oct 12-15, 2021
Register for #WooSesh 2021, a free, virtual conference for WooCommerce store builders. Join us live Oct 12-15, 2021!



1



3



US Consulate Toronto @usconstoronto · Nov 13

Our #GEW2021 highlight of the day is Christina Gwira, who recently participated in the Young Leaders of the Americas Initiative.

Christina helps non-profit organizations build a truly accessible, equitable, & inclusive websites.

More about @ChristinaGwira & her projects

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Global Entrepreneurship Week November 8-14, 2021

Christina Gwira



Christina Gwira recently participated in the Department of State's Young Leaders of the Americas Initiative. Her 2021 cohort was the first fully virtual iteration of the initiative. Two things that really had a positive impact on Christina's time during this fellowship were the two lifelong mentors that she received: one for her fellowship and one through the Arizona State University program that was for the fellows. Christina made long-lasting connections with her mentors that she knows will carry on into the future.

Christina's company NOYADESIGNS (NOYA) is a diverse web design firm that helps non-profit organizations clearly communicate their mission to donors, partners, and community members. They take organizations through the journey of building a truly accessible, equitable, and inclusive website. NOYA strives to ensure their clients can showcase their organization's commitment to creating an inclusive and safe space for all, on the internet.

What inspires you, Christina?

Many things inspire me, but my most calm thoughts happen during long walks in nature. I try to take daily walks in local parks and green spaces to help with my mental health, but also to assist me in organizing through the many ideas that come into my head as a creative entrepreneur.

What is one interesting thing about yourself that no one else knows?

I'm the self-proclaimed founder and president of the Early Grey fan club... the Early just doesn't know it yet

Global Entrepreneurship Week November 8-14, 2021 Christina Gwira

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Global Entrepreneurship Network and 3 others

Michael MacMillan • #SEOBrunch @seobrunch · Jan 22
"What am I gonna do for my next podcast?! I have no idea!" 😞
Sound familiar?
We can help! 💡
Michael MacMillan breaks down 'Using SEO Research to Inform a Podcast'
this Monday!
[Free tickets thanks to @DigitalINS]
eventbrite.ca/e/133764728905
#podcasting #podcasters



I love Divi...
But sometimes, it sucks!



with

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CHRISTINA GWIRA
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SEO Brunch (Jan 25th)
Join us for SEO Brunch at the end of every month. Learn valuable SEO
tips & share knowledge with a group of like-minded individuals.

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Recurring revenue from services can unlock
tremendous potential for your business - but it also
comes with a lot of questions. Get the answers here
with @ChristinaGwira!
twitter.com/i/broadcasts/1...

RSVP at events.godaddy.com

Q&A:
Building Recurring Revenue

with Adam Warner, Sandy Edwards, & Marcus Burnette
September 1, 2021 at 3:00 PM EDT

LIVESTREAM STARTING SOON. 09:58



January
[Free Ticket]
digital
nova scotia
eventbrite.ca
SEO Brunch (Jan 25)
Join us for SEO Brunch
tips & share knowledge



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Recurring revenue from services can unlock
tremendous potential for your business - but it also
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LIVE with @ChristinaGwira!
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Q&A:
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LIVESTREAM STARTING SOON. 09:58



1:14:05 | 14.2K viewers

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Q&A: Building Recurring Revenue



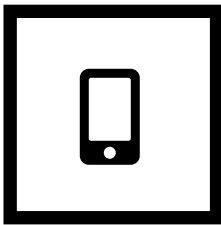
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eventbrite.ca/e/133764728905
#podcasting #podcasters

Let's Work!

I am currently taking on projects for 2022, however, I do have limited availability for the 2021 fall/winter season. Let's connect and see if we can end the year off strong together!



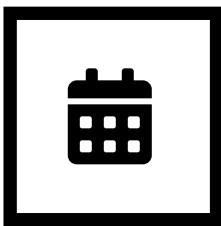
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christinagwira.com



calendly.com/christinagwira



THANK YOU

FOR THE OPPURTUNITY
TO SHARE A SMALL PIECE
OF MYSELF WITH YOU. I
APPRECIATE YOUR TIME.