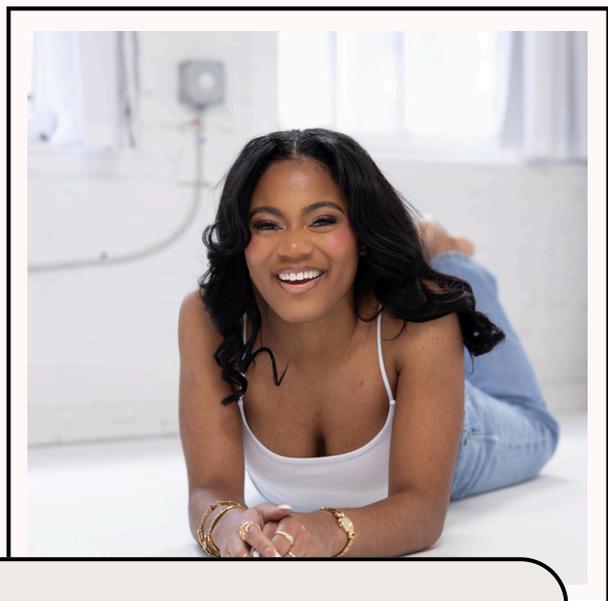


# Mya Riggins

LIFESTYLE & BEAUTY CREATOR  
CAMPUS & EVERYDAY STORYTELLING



## OVERVIEW

Mya is a lifestyle and beauty creator focused on capturing everyday routines through a clean, intentional lens. Her content blends confidence, approachability, and visual storytelling to create moments that feel both relatable and elevated.

As a pre-med student at The Ohio State University, Mya balances academic discipline with creative expression. Her perspective resonates strongly with Gen Z audiences navigating college life, wellness, and personal growth.

Total  
Followers

7.5K+

Audience  
Overview

30K–50K

Engagement  
Rate

8–12%

Average  
Impressions

30K–60K

## SELECTED BRAND PARTNERSHIPS

Eva NYC

Burberry

Pacifica Beauty

Maybelline

## CONTENT FORMATS

- Short-form lifestyle and beauty storytelling
- Routine-based GRWM and voiceover content
- Product integration within real-life moments
- Lifestyle vlogs and campus-day features
- Try-on and haul content aligned with brand identity

## PRIMARY AUDIENCE



Women



United States



18-24  
yrs old



Lifestyle  
& Beauty