NICOLE RYAN

SiriusXM 34M | 100K | 79K | 52K

With effortless charm and down-to-earth energy, Nicole Ryan instantly lights up any screen, stage, and studio. She first hit the airwaves as a co-host of "The Morning Mash Up" — the SiriusXM Hits 1 daily talk show frequented by today's biggest pop stars. Her breakout success spans TV, digital media, brand ambassadorship, the live-event market, and beyond. As she trail blazes a self-styled career that highlights many facets of her magnetic personality—pop culture expert, culinary enthusiast, fitness buff, wife and mom — Ryan infuses every undertaking with her sharp sense of humor and genuinely radiant presence.

Nicole exudes so much personality and performed so effortlessly as our MC during Grammy week. We can't wait to have her contagious energy back in our panels and on our red carpet in 2022.

— Linda Kirkpatrick, President, North America at Mastercard

SOCIAL STATS

7 out of 10 followers are female with majority between 34-44 years old

Instagram

3% *Engagement Rate*

9K+ *Avg. Impressions per Story*

71.6% *Increase in followers per quarter*

Facebook

1.4% *Engagement Rate*

9K+ *Avg. Impressions per Story*

Twitter

21K+ *Monthly impressions*

0.7% *Engagement Rate*

*2021 Statistics from Social Media platforms

HIGHLIGHTS

Mastercard

Talent Appearance, Emcee, BTS Story Posts and Brand Mentions documenting Grammy Week in LA on Instagram and Twitter.

Panel moderator for Designing a Better Music Industry for Women: Equality on Both Sides of the Board

P.Volve

Summer influencer campaign inclusive of IG stories, static posts plus discount codes and swipe ups, Facebook Live demonstrations of equipment and convenience of online streaming plus Q&A, and first look inside real studio taped training station distributed across influencer's socials. Contest Giveaways.

Rumble

Content creation at her studio and home with a high-energy, results-driven, No-BS approach to home fitness

BRANDS HIGHLIGHTS

808 Audio
Brand Ambassador for 12-month campaign. Includes On Air Mentions, Talent using headphones during live radio interview segments, brand messaging during interviews about product, product training, in person appearances at CES and 2 social media posts a month during length of campaign

Nivea + Time Square Alliance
Emcee and Correspondent on the Nivea Stage in Times Square. Radio on air mentions and social media posts were made leading up to the event. Content created during the event was distributed simultaneously on both Nicole Ryan's socials and the brand's in real time. Ran a contest with a call to action promoting Nivea's lip care on Nicole Ryan's socials for one lucky couple to win an all expense paid trip to NYC and VIP front row tickets to Nivea's stage for New Year's eve in Times Square.

Nicole demonstrated so effortlessly our campaign goals by clearly showing how easy it is to use our products. She highlighted our key points and went above and beyond the ask. Best of all, we saw a huge increase in our sales as a direct result of her amazing efforts.

— Juliana Johnson,
Performance Marketing Manager

Nicole took her role as spokesperson for our line of haircare products to the next level by integrating her unique zest for life all the while following our mission, vision and values to a T. She was vivacious, hilarious and we're excited to bring her back for our next big brand activation.
Nancy Caravetta, Co-Founder | President, Rebel Gail

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