

Ava Cruz

@avamakes

Lifestyle & home organization creator — Portland, OR

Instagram · 412k

TikTok · 288k

YouTube · 96k

AC

796k

TOTAL FOLLOWERS

5.4%

AVG. ENGAGEMENT

2.1M

MONTHLY REACH

89%

US AUDIENCE

AUDIENCE

Women 25-34		46%
Women 35-44		27%
Men 25-44		18%
Other		9%

CONTENT PILLARS

Home organization

Small-space living

Budget finds

Declutter challenges

Product testing

Day-in-the-life vlogs

Series with highest saves: "30-Day Reset" (avg. 41k saves/episode). Brand-safe, family-friendly, always disclosed.

PARTNERSHIP RATES

2025

Instagram Reel (dedicated)

60-90s, usage rights 90 days

\$4,800

TikTok integration

Native placement in weekly series

\$3,200

YouTube segment

90s mid-roll + description link

\$5,500

Story package (3 frames)

Link stickers + highlights

\$1,400

PAST PARTNERS

CONTAINER CO.

NESTWELL

BRIGHTBOX

TIDYCO

FEATURED CAMPAIGN

Container Co. x "30-Day Reset" — 4-episode series, 2.4M views, 118k saves, 9,200 link clicks. Sold out the drawer system in 3 weeks.

2.4M

VIEWS

118k

SAVES

9.2k

CLICKS

RECENT CAMPAIGNS

Nestwell · "Spring Reset" — 2 Reels + 5 Stories 1.6M views · 22% code redemption

Brightbox · "Pantry Week" — YouTube + 3 TikToks 890k views · 4.1k link clicks

Tidycy · "Closet Rehab" — 4-part TikTok series 2.0M views · 61k saves

Staple & Oak · holiday gifting, 2 Reels 740k views · 3.8k checkouts

WORKING TOGETHER

TURNAROUND 14 days, brief to post

REVISIONS Two rounds included

EXCLUSIVITY 30 days, in category

USAGE RIGHTS +\$800 per 90 days

Let's make something tidy.

partners@avamakes.com · Booking Q3 2025