

# Leyanis Diaz

MEDIA KIT



**Business Consultant • Speaker • Entrepreneur • Advocate • Influencer**

June 2021

## About Leyanis

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Hi there! My name is Leyanis Diaz and I am an Afro-Latina Influencer, Business Consultant, Public Speaker, Miss Black Florida USA 2017 and the Founder of MAJOR, an online one-stop shop for minority-owned businesses.



I was born in Havana, Cuba and emigrated to the United States along with my parents when I was three years old. When I first arrived to Miami from Cuba, all I had to my name was a little red purse filled with newspaper and magazine clippings, fashion accessories and a desire to be somebody one day.

I grew up in some of the roughest neighborhoods in Miami and growing up, I watched my dad and grandmother start businesses on the side in order to make end's meet. I saw just how much they struggled because of language barriers and a lack of education and experience.

Those memories pushed me to become the first person in my family to graduate from college and to pursue a master's, to start my own business and to help other small business owners in starting, growing and scaling their businesses and keep them from closing their doors.

I am an immigrant, a first-generation college student, and an Afro-Latina.

Learning with Leyanis/Aprendiendo con Leyanis was created to educate, entertain, and empower people of color and women. This bilingual blog represents all the things I wish someone would have told me; the things I wished I knew early on about being a founder and an adult while also covering the things I am learning day-to-day. It is an ongoing reflection and celebration of my personal life and journey. It is for life long learners, for young women in search of adulting tips and tricks, for women business owners in need of business advice and guidance, and for young afro-latinas dealing with identity issues.

Topics include: work, business, wellness, beauty, life, money and culture and identity.

## Available For

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**I am passionate** about working with and educating small business owners, engaging and empowering communities, and telling stories and changing stereotypes.

I feel at home behind a podium for a large conference, on a couch for a fireside chat, and everything in-between. I like to bring candidness, passion and energy to each speaking engagement and I enjoy educating audiences and providing them with tactics that they can use as soon as they leave the room. Event attendees can be found nodding their heads, furiously taking notes, laughing and most importantly, walking away feeling inspired and ready to roll up their sleeves.

I have collaborated with cities to promote them and transform them into hubs for hospitality and tourism, innovation, diversity and opportunity. I have partnered with several public universities, NGOs and Fortune 500 companies to create and improve their events, initiatives and programs. I have experience in developing, educating, engaging and empowering communities and I am passionate about connecting with audiences globally in both English and Spanish.

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Keynote Speeches

Panels

Conferences

Interviews

Profiles

Expert Commentary

Live & Satellite Media Tours

Event, TV, & Radio Hosting

TV & Radio Segments

Sponsored Blogs

Sponsored Vlogs

Sponsored Social Content

Sponsored Contests,

Sweepstakes & Giveaways

Live Videos

Social Media Takeovers

Product Reviews

How-To Tutorials

Newsletter Promotion

Custom Content Creation

Affiliate Marketing

Market Research

Brand Ambassadorships

Events

Meet and Greet

**And more!**

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*Please Note: I will only consider and pursue projects, collaborations and partnerships that are a fit for me and my audience.*

# Social Statistics & Audience Demographics



## BY NUMBERS

Instagram

**4.4K+**

Followers

@iamleyanisdiaz

Facebook

**100+**

Likes

@iamleyanisdiaz

YouTube

**1.4K+**

Subscribers

@leyanisdiaz

LinkedIn

**500+**

Connections

@leyanisdiaz

Website

**100+**

Visitors Per Month

leyanisdiaz.com



## BY AGE

Mostly Millennials

<b>13-17</b>	1.4%
<b>18-24</b>	20.3%
<b>25-34</b>	51.8%
<b>35-44</b>	15.9%
<b>45-54</b>	7.3%
<b>55-64</b>	1.9%
<b>65+</b>	1.4%



## BY GENDER

Mostly Women

<b>Men</b>	48.1%
<b>Women</b>	51.9%



## BY LOCATION

Mostly Located in the US

- United States
- Brazil
- Russia
- United Kingdom
- Colombia
- France
- Canada
- Philippines



## Previous Collaborations

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Here's a look at some of the brands  
I have worked with







MISS BLACK USA™



## **Get In Contact**

Let's keep the conversation going. Connect with me today!

**leyanisdiaz.com | (305) 697-1017**

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