

# Southeast by Midwest

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## // ABOUT THE BLOG

My name is Cassie and I blog at **Southeast by Midwest** about all things beauty. I post product reviews, makeup/hair tutorials, and general beauty topics to name a few. I started **Southeast by Midwest** in May 2012 and have seen steady growth over the past four years. Along with growth, my content has only gotten better. In August 2015, I decided to take my love of beauty a step further and entered Cosmetology School to become a Stylist and Makeup Artist. I will graduate and sit for the South Carolina State Board Examination in December 2016. Additionally, I have a YouTube channel where I feature beauty videos as well. I look forward to working with your company!

## SOCIAL REACH >>>

- 2.8K+ / @SoutheastByMidwest
- 4.0K+ / @SoutheastMidwes
- 2.3K+ / @southeastbymidwest
- 4.1K+ / @Dolfenblueys
- 948 / @Southeast by Midwest
- 1.2K+ / Google+ Followers
- 780+ / Bloglovin Subscribers

## TARGET audience

Females 18 – 50 with and without beauty experience.

## 30 Day Blog Stats

140K+  
Page Views

560  
Video Views

1K+  
Email Subscribers

## // SPONSORSHIP & SERVICES

Blog Posts, Product Reviews, Tutorials, Brand Ambassadorship, etc.

## // BRANDS I'VE WORKED WITH

Rimmel, CoverGirl, L'Oréal, Pacifica Beauty, derma e, Bite Beauty, Farmacy, StriVectin, Dermalogica, Paula's Choice, Clairol, etc.

COVERGIRL

PACIFICA®

BITE