



# Rodney Perry

Podcaster | Cultural Critic

Media Personality | UGC Creator





# Meet Rodney Perry

I am forever in transition and I believe we all have an internal motivation to change and improve, so I want to evolve and help others evolve to be their best selves through holistic wellness, authentic conversations, and thoughtful content.

AVAILABLE FOR:

Guest Features  
Interviewer  
Brand Partnerships  
Custom Promotional Content  
Creative Consultation





# Recent Work

## Published



**EBONY MAGAZINE  
LEGACY LEADERS SERIES  
- INTERVIEWER -**

See interviews on [EBONY.com](https://www. Ebony.com)

## Branded/UGC



**TOPICALS  
(UGC)**



**ESKER  
(ADVERTISEMENT)**



**CORNERSTORE THERAPIST  
(BRANDED PARTNERSHIP)**

Portfolio Reel is linked here



# Target Audience

Black and POC millennials, Many college-educated with an interest in self-help, male-perspective, and thought-provoking conversation from professionals and creatives in various fields.



## TRAFFIC PER MONTH

500 Listens Per Month

## PODCAST STATS

- 213 Episodes
- 80+ Guests
- Streamed in 65 Countries
- All-time listens 36 K Downloads

## AUDIENCE

- Black
- Male
- Female & Non-binary
- College educated
- Ages 18-36

## TOP PERFORMING EPISODE

- Self Help
- Pop Culture
- Relationships

## SOCIAL MEDIA

3.2K  
Instagram

1.6K  
Twitter

3.4K  
Tiktok

2.8K  
Facebook



LISTENERS / SUBSCRIBERS

645K  
Page Views

238K  
Visitors

43K  
Email Subscribers

1500  
New Subscribers /month

# Simply King Podcast

Simply King is the soulfully conscious podcast for humans, simply being humans. Culture Criticism podcast that provides timeless and timely takes on the world as it affects us

# The Collaborative Process

## CAMPAIGN CONCEPT

The collaboration process is a four-step process that allows for the creation of an inclusive and dynamic body of work that resonates with both client and consumer.

- Profile
- Identify
- Organize
- Execute



# Stage 1

## PROFILE & IDENTIFY

In these steps, I seek to create a profile of details of clients. Illustrating the facts of what they do and how they are taking up space in their particular industry followed by Identifying key pain points and objectives.

### FOCUS

- Brainstorming
- Objectives & Targets
- Design Requirements



# Stage 2

## ORGANIZE & EXECUTE

In these steps, I will organize the pain points in sequential order of relevance and importance to the project's objectives. Once organized, I will seek to execute each phase of the project based on the project outline.

### FOCUS

- Scope of project
- Identify deadlines
- Outline potential content formats



# Case Study

## DELIVERABLE

- Brand focused reel
- Voice-over commentary
- Target Audience

## CONTENT VISION

CST IN MOTION, a campaign that sought to center the brand's products while expressing a clear idea of how a consumer can live and engage with the products.



**Tap Image to see post**



BIG  
**Shot**

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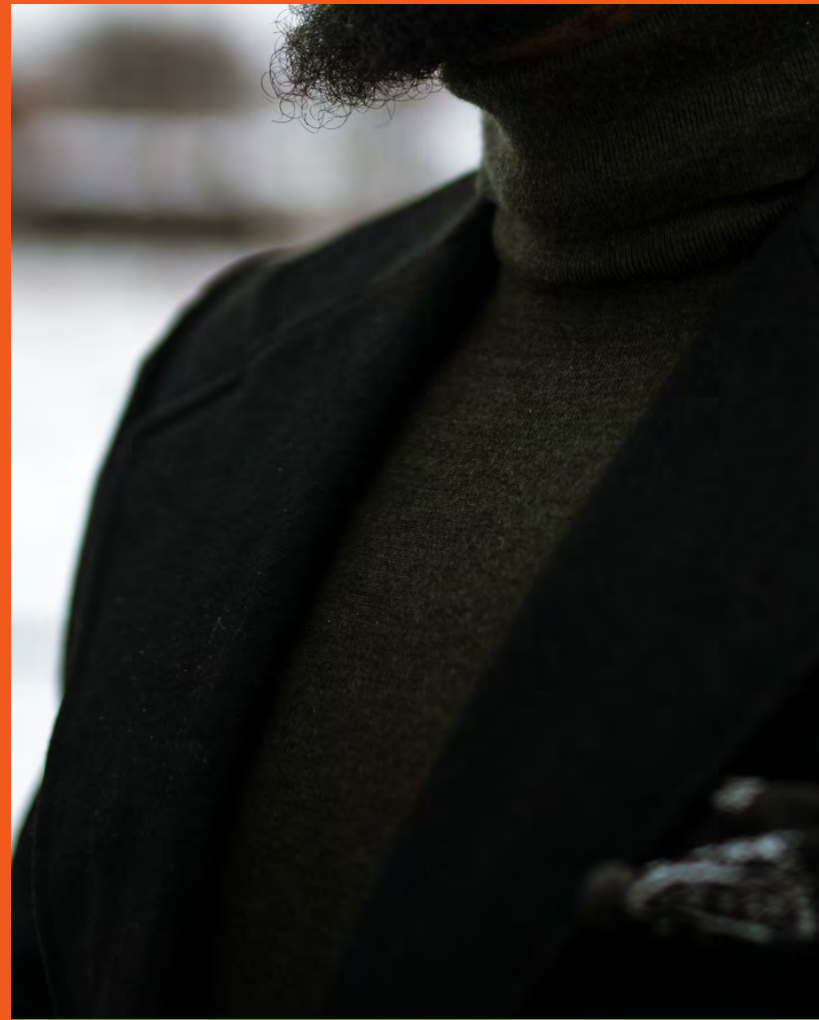
My dream project would be to curate a multimedia campaign with a goal that is rooted in educational or cause-related marketing that is immensely captivating.

This campaign would feature long and short-form content. Think "Truth" campaign + Superbowl commercial.





**MOODBOARD**







**CONTACT FOR  
RATES AND ANY  
INQUIRIES**

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