KSENIA AVDULOVA

500K WEAVING YOUR REALITY PODCAST
362K @KSENIA.AVDULOVE
73K @KSENIA.AVDULOVE & @WEAVINGYOURREALITY
13K/MO KSENIA.LOVE | BREAKFASTCRIMINALS.COM
6.7K KSENIA LOVE



MEDIA + CAPABILITIES DECK







TRUSTED BY

"35 Under 35 In Wellness."

- Wanderlust Festival

"Life-changing... we can't get enough."

- Lululemon

"I've been on hundreds of podcasts over the years, this is hands down the best interview I've ever had."

- Dr. Will Cole

"One of the pioneers of conscious social media."

- Katie Horwitch

ABOUT

Ksenia Avdulova is a storyteller, creator and founder of WANA HEY, a ceremonial chocolate brand. She is also the host of the podcast Weaving Your Reality and a mentor to creatives and entrepreneurs navigating digital growth with authenticity and intention.

With a background that spans content creation, digital strategy and immersive storytelling, Ksenia has partnered with brands such as Free People, Whole Foods, Vitamix, Miu Miu, Instagram, The North Face and Adidas. Her work blends high-quality production with a grounded, relatable voice that inspires deep trust and high engagement across platforms.

Ksenia's creative approach is shaped by devotion to meaningful expression. She creates content that is visually beautiful, emotionally resonant and strategically precise. Whether producing editorial video, long-form podcast content, social media storytelling or ritual-infused brand moments, her work consistently moves audiences to action.

She is based in the Sierra Nevada mountains and works with brands and clients around the world.



SEEN IN:

the COVETEUR

Condé Nast Traveler

WELL GOOD

SHAPE

VOGUE

apartment therapy

I'VE CREATED CONTENT, RECIPES & EVENTS FOR:



WELL+GOOD Cookbook featured my recipe, Superfood Galaxy Blueberry Oatmeal

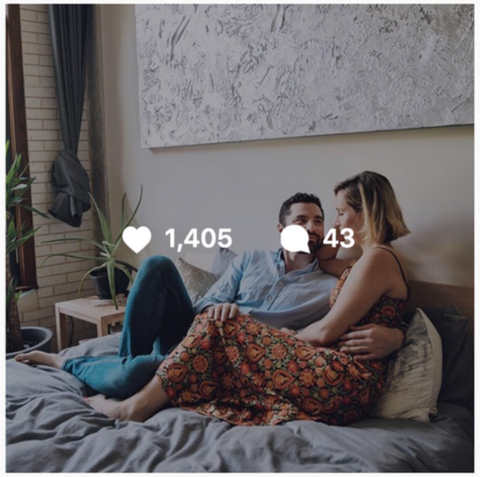
HOMEPOLISH
WHOLE FOODS MARKET
Vitamix
PARACHUTE
sweetgreen
THINX
THE NORTH FACE
Glossier.
The Class by Taryn Toomey
adidas
LE Pain QUOTIDIEN
WELL GOOD
pukka
tailwind
free people
VITAL PROTEINS
ALDO
mindbodygreen
THREDUP
Maya Kaimal
FRONTIER CO-OP MEMBER OWNED SINCE 1976
lululemon
Saks Fifth Avenue
gaia HERBS
MIU MIU
juice press

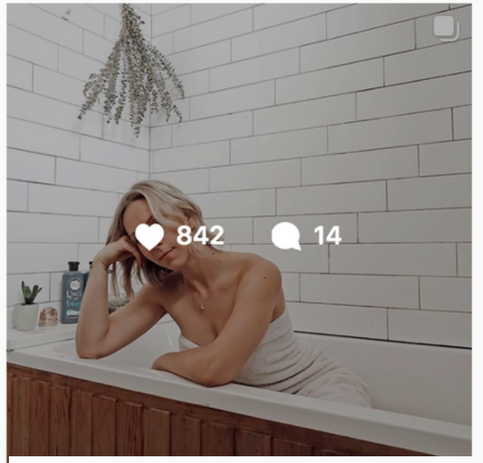


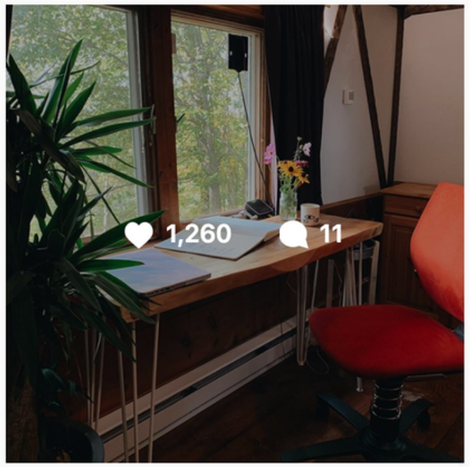
Kashi GOLEAN featured me + Breakfast Criminals on their cereal box at every Whole Foods and Trader Joe's nationwide

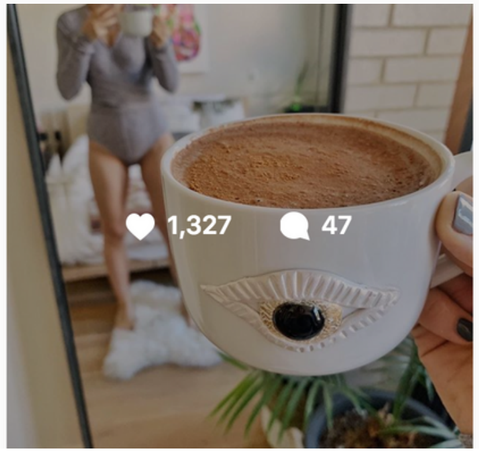
LIFESTYLE CONTENT

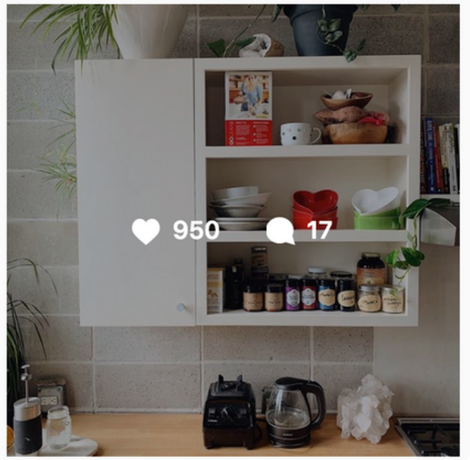


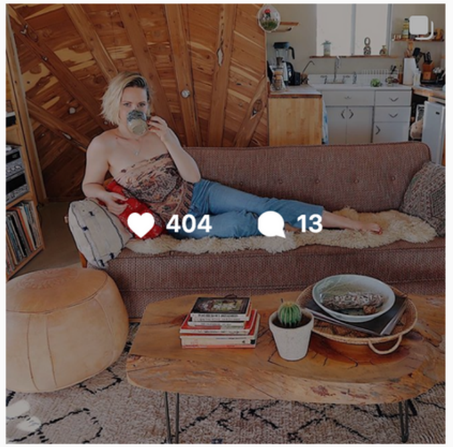


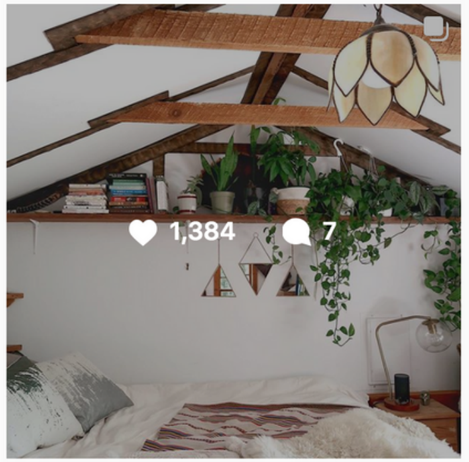


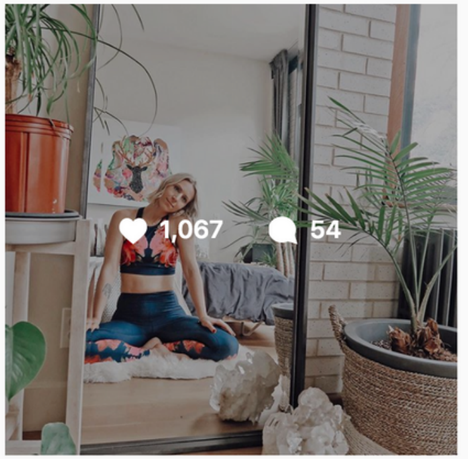


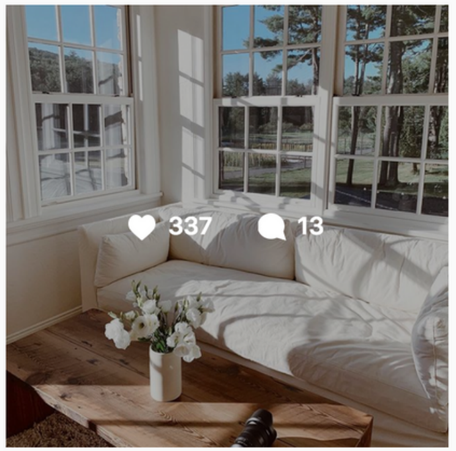








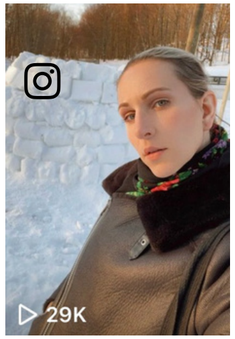




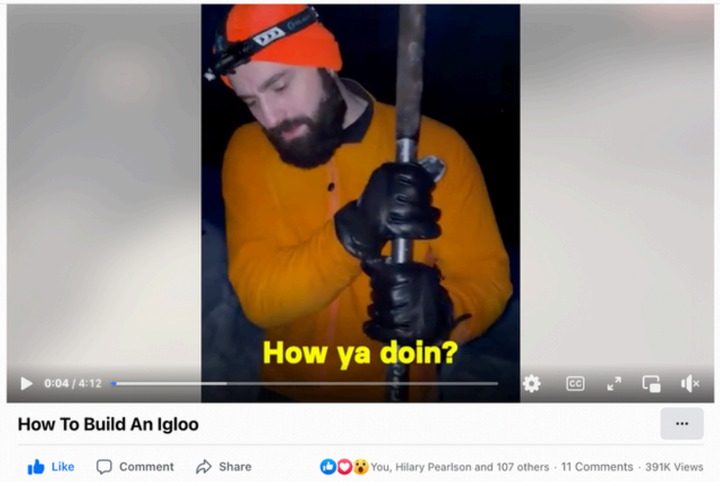
THE BUZZ: CONTENT IMPACT

PROJECT IGLOO

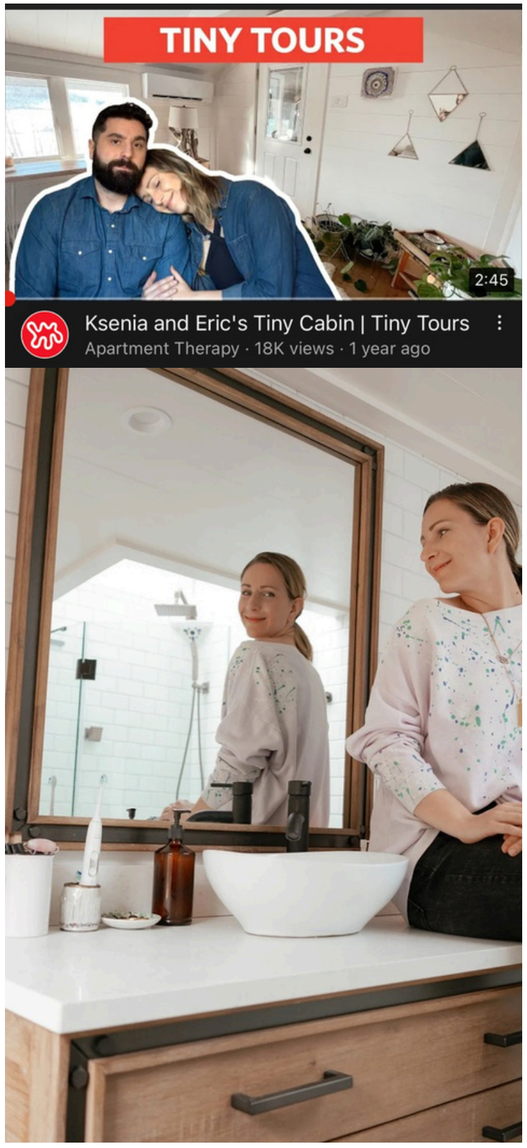
5+ Million views on TikTok series
Brand sponsor: Arc'Teryx
Press: BuzzFeed feature (400k views), reposts on multiple viral (500K+) Instagram accounts



BuzzFeed



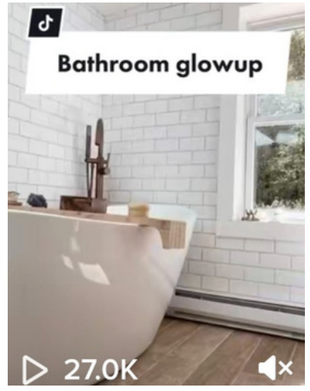
apartment therapy



PROJECT TINY CABIN NEW YORK

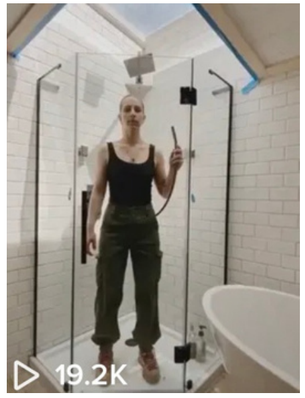
2+ Million views on TikTok series
Brand sponsors: Signature Hardware, Centennial Woods reclaimed siding
Press: Apartment Therapy video feature, feature on the Signature Hardware blog













ROI: CASE STUDIES

Followers trust Ksenia's product recommendations in the areas of wellness, home, lifestyle and tech/software.

CACAO PRODUCT

$42,759
IN 18 MONTHS
AVG SALE $45

sales brought by Ksenia through podcast, TikTok, Instagram, Blog (SEO)

HOME SPA PRODUCT

$24,202
IN 16 MONTHS
AVG SALE $6,050

sales brought by Ksenia through Instagram and Blog (SEO)

COFFEE ALTERNATIVE

$9,405
IN 20 MONTHS
AVG SALE $55

sales brought by Ksenia through Blog (SEO) and Instagram Stories

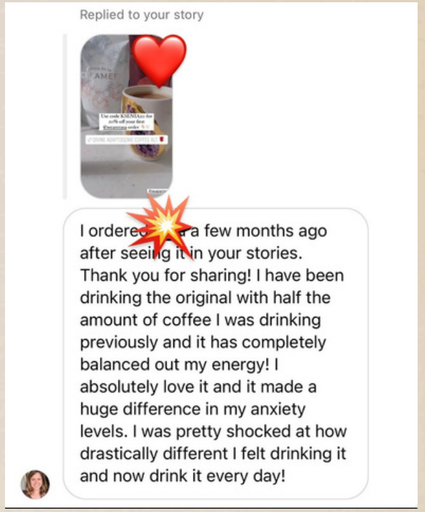
CONTENT





IMPACT













PUBLIC SPEAKING

As a public speaker, Ksenia has appeared on stage at the same events as Marianne Williamson, Deepak Chopra and Whole Foods founder John Mackey.

Her unique approach to social media has led her to speak at the United Nations GirlUp Summit, Washington University's Olin Business School, WELLSummit, MindBodyGreen's Revitalize, Lead with Love and other conscious leadership events globally.

Ksenia has moderated and participated in panels in partnership with Saks Fifth Avenue, HomePolish, VitaCoco and The Class by Taryn Toomey. She has organized and led events in USA, Brazil and Nicaragua.

Ksenia has appeared as a guest on over 20 highly rated podcasts, including That's So Retrograde, Why Not Now?, Ceremony Circle, The Now Age and Radically Loved.

Ksenia loves to speak on the topics of social media as a portal to miracles, conscious entrepreneurship, divine surrender, and connecting with nature through the power of breath and ritual.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The Top 10 Social Media Coaches of 2020

Ksenia Avdulova (@whereisksenia)

After building multiple successful online businesses herself, Ksenia Avdulova decided to start her boutique consultancy, helping businesses create an aligned online presence. Also the founder of the award-nominated platform Breakfast Criminals, a sought-after public speaker and a social media coach, Ksenia's work is centred around expanded consciousness in the digital age. Named "35 Under 35 in Wellness" by Wanderlust, Ksenia is here to transform how you show up and make money online through her entrepreneurship podcast and the Conscious Social Media Method. Born out of the idea of combining a spiritually rich life while using social media to create abundance, she developed the Conscious Social Media Method to bring only the most effective principles, tools and mindsets behind her work to conscious entrepreneurs, coaches and healers. Her tested methodology aims to bridge your inner tech (intuition) and outer tech (social media). Combining over 15 years of experience building brands on social media, multiple successful entrepreneurial endeavours and a life-long study of spiritual energy, Ksenia is on a mission to guide others to an empowered relationship with social media and an aligned online presence that converts. Ksenia is the only social media coach whose work is based on the idea of bridging your inner tech with outer tech, making her work incredibly unique, and of the leading conscious entrepreneurs in the world.


girl up

Girl Up @GirlUp · 7/9/18

"Every morning ask yourself - what am I committed to accomplishing today? That #selflove makes all the difference," **Ksenia** of @breakfastcrmnls is on stage with #TeamStrong & @SpecialK right now! bit.ly/2tS58fe #GirlsLead18

SPEAKING APPEARANCES: PODCASTS

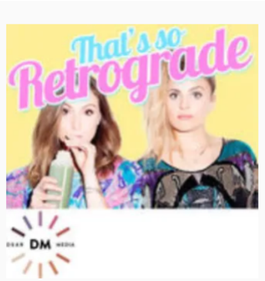
KSENIA HAS BEEN A GUEST ON OVER 20 TOP-RATED PODCASTS, INCLUDING:































"Ksenia is a pioneer in conscious social media, and creative catalyst with numerous beautiful brands – and Instagram handles – under her belt."



Alyson Charles, Best-selling Author & Host Of Ceremony Circle Podcast

DIGITAL IMPACT & AUDIENCE

Audience Gender

Female 87.5%

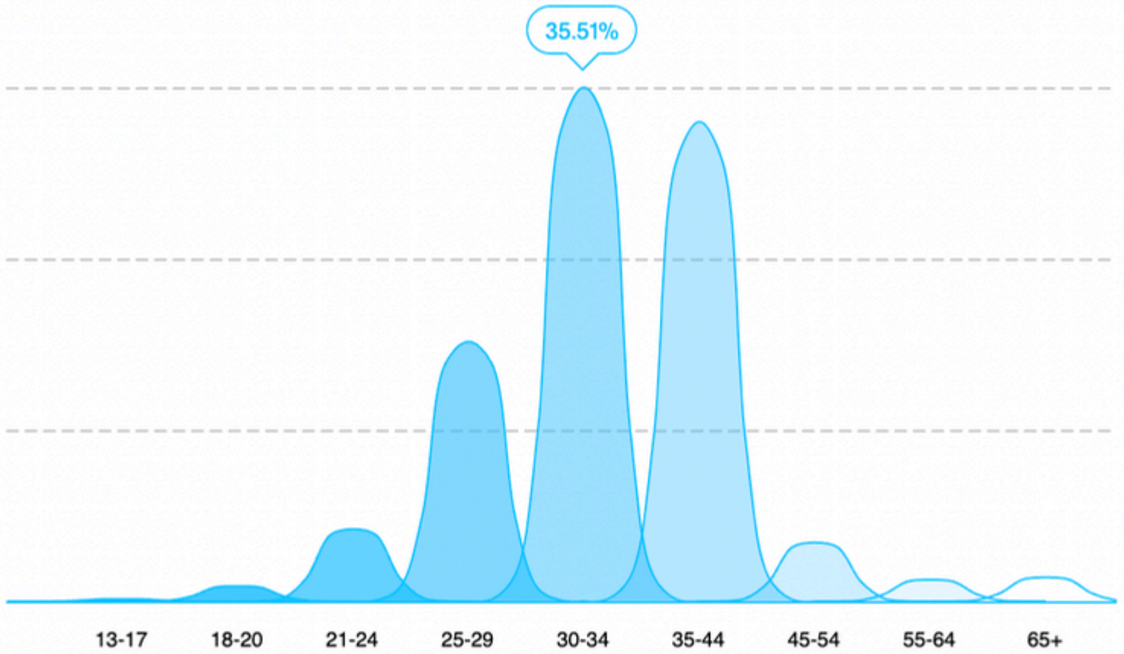
Male 12.5%

Audience Marital Status

Married 68.8%

Single 31.2%

Audience Age



Top Audience Countries

United States 61.3%

United Kingdom 5.7%

Australia 5.6%

Canada 4.2%

Russia 1.6%

France 1.2%

Top Audience States

New York State 22.2%

California 20.0%

Texas 5.5%

Florida 4.9%

Massachusetts 3.5%

Illinois 3.4%

SOCIAL MEDIA

372K TikTok Followers

75K+ Instagram Followers across accounts

55M Views on Top TikTok Video

3M+ Monthly Impressions Across Platforms

650K Views on top blog post

110K Monthly Pinterest viewers

117K Views on Top YouTube Video

8K Newsletter Subscribers

6.8K Pinterest Followers

6.7K YouTube subscribers



KSENIA.AVDULOVE

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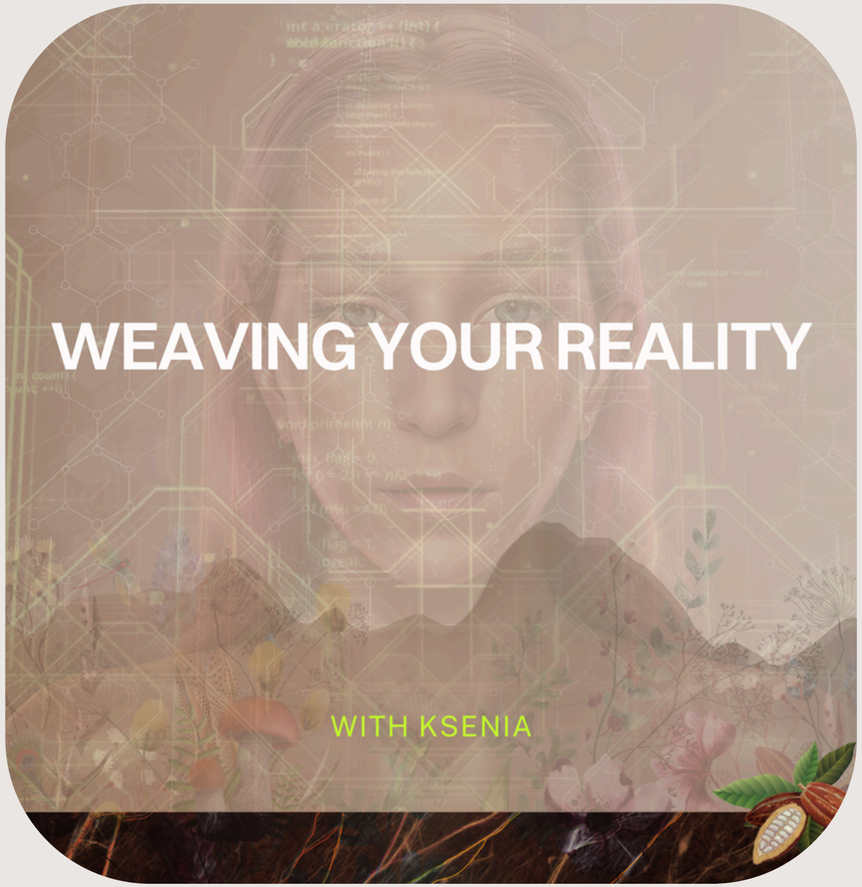
WEAVING YOUR REALITY PODCAST



The podcast consists of interviews and solo episodes exploring conscious social media, creativity in the digital age, entrepreneurship, rituals, healing and spirituality.

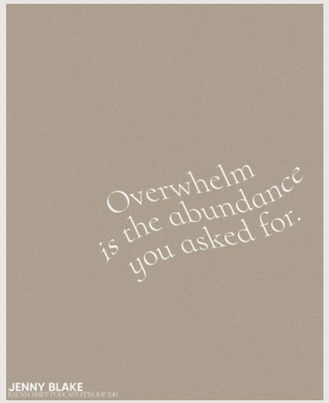
Podcast guests are thought leaders in the fields of wellness, conscious entrepreneurship, marketing and spirituality.

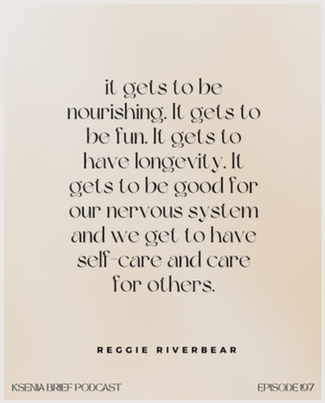
Listeners tune in for motivation as well as specific tools to implement in their own lives and businesses.

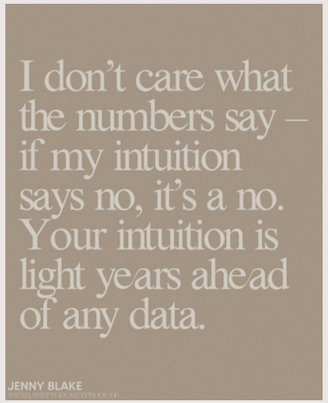
PREVIOUS GUESTS INCLUDE:

Dr. Andrew Weil, Dr. Josh Axe, Suzy Batiz (Poo~Pourri), Sophie Chiche (ShapeHouse), Topaz Adizes (Emmy Winner), Shawn Askinosie (Askinosie Chocolate), BJ Miller and lion tracker Boyd Varty.

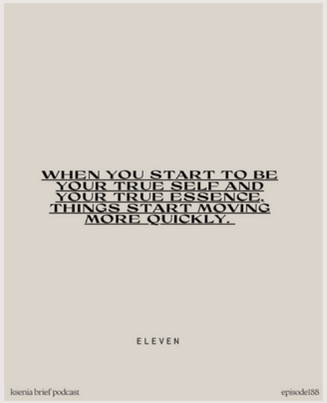
Each episode is promoted across Ksenia's platforms using our signature graphics, and amplified by the guests on their platforms.👇



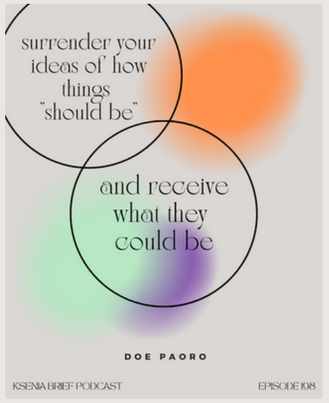












PODCAST STATS

245+ EPISODES
200+ 5 STAR REVIEWS

- 1,250 average episode downloads in 30 days
- 5,000-8,000 downloads on top episodes
- 13,000 downloads per month
- 500,000 all-time downloads
- Episodes are shared with 450k+ social media followers on Instagram/TikTok/YouTube

AUDIENCE:

67% USA
7% Canada
5% UK
5% Australia

DROP DAY:

Thursday

AD TYPES:

Host endorsed
script read

PLACEMENT:

Pre- or mid-roll

LENGTH:

~90-120 seconds

AUDIENCE:

83% female
45% 28-34

"Ksenia shares her experience of running social media as a vehicle for online and offline depth, synchronicity and business expansion."
- Katie Hess (@lotuswei), Flower Alchemist, Founder Of LOTUSWEI



"Ksenia asked me the best questions I've ever been asked in an interview. Wait, she asks the best questions, period."
- Sophie Chiche, Founder of ShapeHouse



PODCAST REVIEWS ★★★★★

"A much-needed marriage of practicality and spirituality"
Ksenia has created something really special through this podcast. It's the missing piece we need in a wellness culture that values spirituality over practicality and a business culture that is exactly the opposite. I'm inspired by these intelligent and nuanced conversations and can't wait to hear more!

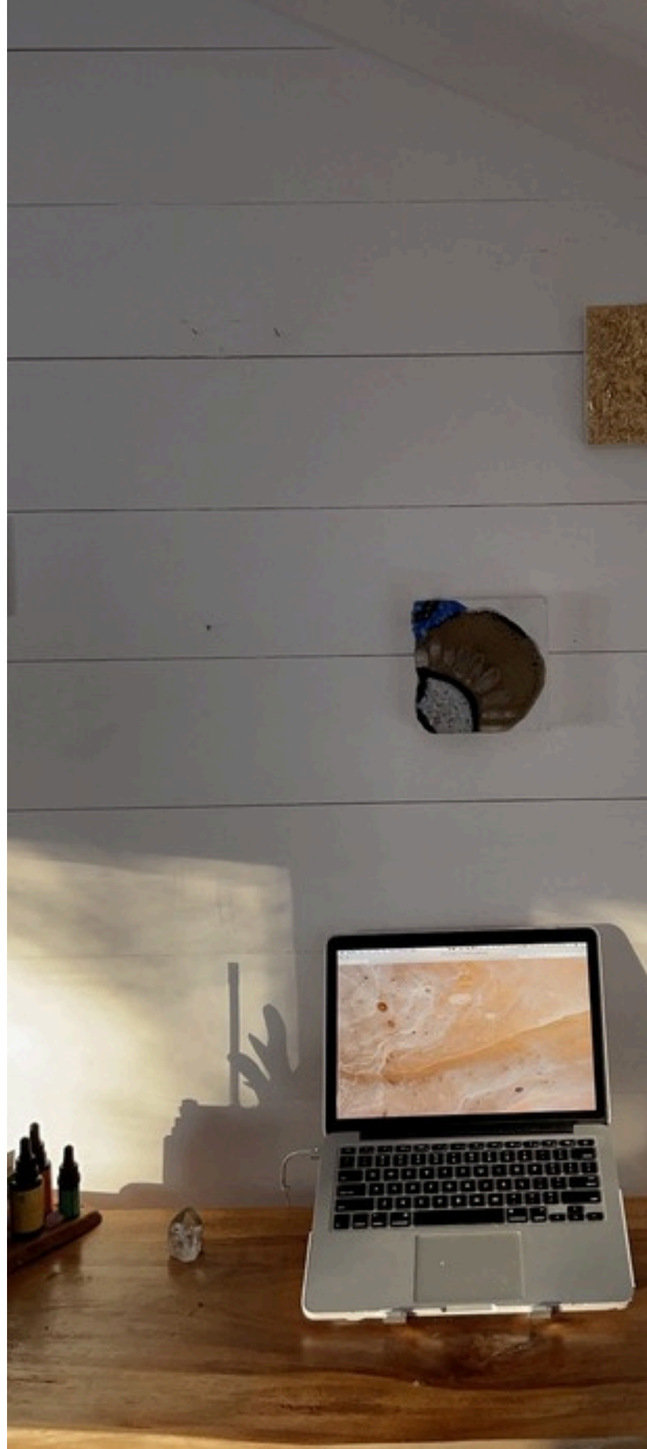
"Game Changer!"
This podcast is such a game changer.. life changer even. Yeah, it's changed my life. I've gained so much wisdom and insight from Ksenia and her guests.
It's given me so much encouragement and FREEDOM in on this solo-entrepreneur path to unapologetically create a business that's in alignment and using social media as a way of aiding the world. I'm so grateful to have found it!"

"Loving it!"
Ksenia has created a podcast that I can't wait to get to bed, sleep, to wake up and listen to on my morning commute. She is so authentic, spiritually savvy and relatable in so many areas. She has so many firework explosion ideas and her energy brings so much light to my own personal table. I am inspired by her business tactics and can't wait to continue listening to Ksenia's podcast each Thursday! Thank you Ksenia.

"My Favorite Podcast! Intelligent, purposeful, inspiring."

"Always worth the listen!"

"Vital information for anyone who has awakened!"



VALUES

MINDFULNESS

CREATIVITY

INTEGRITY

PRESENCE

RITUAL

PLAY



SPONSORSHIPS

Ksenia prefers partnering with brands for long-term sponsorships – this leads to better results for the brand, as followers and listeners will learn about your brand organically and see it as a part of Ksenia's lifestyle.

PARTNERSHIP POSSIBILITIES

1. Content packages featuring your brand (Instagram, TikTok, YouTube, Blog)
2. Podcast sponsorships and podcast founder spotlight package
3. VIP out of the box content packages*
4. Private conscious social media workshops for your company or your community
5. Public speaking

*for example, Ksenia partnered with Tambor Acai to travel to an acai rainforest in Brazil to create a series of content featuring the story behind the brand



RATES

$1,000 5 Podcast Episode Ads

$1,000 1 TikTok

$1,000 1 IG Post or Reel + 1 Story (3 frames)

$1,000 Dedicated Blog Post (Incl. SEO)

$1,000 1 YouTube video

Founder Package | $3,500

1 Podcast Interview, 3 Podcast Ads,

2 TikToks, 1 IG Post/Reel, 1 set of IG Stories (Min. 3 frames)

VIP Package | $5,500

2 TikToks, 1 IG Reel, 1 IG Post, 3 sets of IG Stories

5 Podcast Episode Ads, 1 Blog, 1 YouTube

ADD-ONS:

Usage rights, Exclusivity



CONTACT

PARTNERSHIPS, SPEAKING & PRESS:
K@KSENIA.LOVE



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