



# INSPIRiVity

BY JENNIFER WAGNER





*Jennifer Wagner*

CREATIVITY HAS ALWAYS BEEN A PART OF JENNIFER WAGNER'S LIFE. SHE TOOK EVERY ART CLASS AVAILABLE IN HIGH SCHOOL AND EARNED A GRAPHIC DESIGN DEGREE IN COLLEGE. SHE SPENT MOST OF HER ADULT LIFE WITH A PAINTBRUSH IN HAND...PAINTING CANVASES, DESIGNING MURALS AND CREATING HAND PAINTED FURNITURE.

IN 2017, HER HUSBAND BOUGHT HER AN IPAD WITH A PENCIL, WHICH CHANGED THE DIRECTION OF HER DAILY LIFE. AFTER LETTING IT SIT FOR NEARLY A YEAR, HER SONS CONVINCED HER TO PICK UP THE UNFAMILIAR DEVICE AND GIVE IT A TRY. A NEW YEAR'S RESOLUTION, IN WHICH SHE COMMITTED TO DRAWING A PIECE OF ART EVERY DAY, FORCED HER TO LEARN THE NEW PALETTE.

JENNIFER CONTINUES TO CREATE DAILY ILLUSTRATIONS FROM HER ART STUDIO IN INDIANA, WITH THE PURPOSE OF SPREADING POSITIVE VIBES THROUGHOUT THE WORLD.

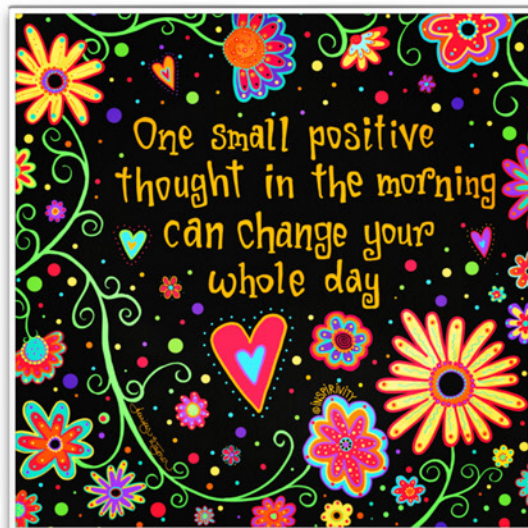








YOU WILL ALSO FIND SEVERAL  
OF JENNIFER'S BRIGHT  
COLORED ILLUSTRATIONS ON  
SOLID BLACK BACKGROUNDS.





# SOCIAL MEDIA (MAY 2022)

FACEBOOK 159,700 FOLLOWERS

LAST 28 DAYS

3.7M POST REACH

750K POST ENGAGEMENT

4K NEW FOLLOWERS

**200k+**  
social media followers

@inspirivity

TOP COUNTRIES:

US

UK

SOUTH AFRICA

CANADA

INDIA

AUSTRALIA

INSTAGRAM 54,500 FOLLOWERS

OVER 2000 ILLUSTRATIONS POSTED

LAST 30 DAYS

1.9M PAGE REACH (UP 98.6%)

309K POST ENGAGEMENT

18K NEW FOLLOWERS

TOP CITIES:

CAPETOWN

NEW YORK

SAN ANTONIO/HOUSTON

MELBOURNE/SYDNEY

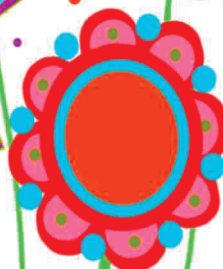
LONDON

ENGAGED FOLLOWERS

AGES 45-54

WOMEN 95%

MALE 5%























JENNIFER BEGAN CREATING ORIGINAL ONE WORD ART BACK IN 2018. EACH YEAR REQUESTS POUR IN FROM HER FACEBOOK FOLLOWERS. SHE UPLOADS THE ILLUSTRATIONS TO ZAZZLE AND HAS THEM AVAILABLE ON A VARIETY OF PRODUCTS. HER 'ONE WORD' PIECES HAVE BECOME ONE OF HER TOP SELLERS EVERY YEAR.



*One word. 365 days. New you!*







ONE WORD. 365 DAYS. NEW YOU.





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