

krista delisle

real life • working motherhood • CNA life • lifestyle

Relatable content for women who are working, raising kids, figuring life out and buying the things that make all of it a little easier.

@kristaschronicles kristadelisle.com kristadelisle.collabs@gmail.com



Upper Peninsula, Michigan



creator snapshot

Stats updated September 25, 2026

715K+

cross-platform views in the last 30 days

17.1K

combined Instagram + TikTok followers

662K

Instagram views in 30 days

35K+

Instagram content interactions in 30 days



about me



Hi, I'm Krista.

I'm a mom of five, CNA working 12-hour shifts in Michigan's Upper Peninsula, and the person behind Krista's Chronicles.

My content is basically real life as it's actually happening.

Work days. Home resets. Beauty stuff I genuinely like. Trying to get organized. Being tired. Being a mom. Spending way too much money on coffee. Figuring out my life in my late 30s and talking about all of it like I'm FaceTiming a friend.

A big part of my audience found me through CNA content, but they stay because my page isn't only about work.

It's about being a real woman with a job, kids, a house, goals, a million things to do and absolutely no interest in pretending any of it is perfectly put together.

That same approach carries into the products I share.

I want sponsored content to feel like something I would have posted anyway, not like my normal content stopped so an ad could happen.

my audience



My community is made up largely of working adults who connect with realistic lifestyle content, healthcare humor, routines, motherhood and honest everyday storytelling.

the people behind the numbers

They're CNAs and healthcare workers.

They're moms.

They're women rebuilding parts of their lives in their 30s.

They're working long shifts, resetting their houses on their days off, trying new beauty products, looking for things that make everyday life easier and sending posts to the friend who immediately gets it.

That's the audience I create for.

INSTAGRAM

3,032 followers

63% are ages 25-44

72% are based in the United States

Women are the largest identified gender segment.

TIKTOK

14,065 followers

68% are ages 25-44

72% are based in the United States

51% women / 49% men

recent performance



INSTAGRAM | LAST 30 DAYS

662,012

content views

35,130

total interactions

25,683 likes

717 comments

2,759 saves

5,971 shares

5.3% interaction rate by views

TIKTOK | LAST 30 DAYS

53,350

video views

34,240

unique viewers

2,200

interactions

1,977 likes

159 comments

64 shares

611 profile views

4.1% interaction rate by views

AND THIS HAPPENED WITH JUST OVER 3,000 INSTAGRAM FOLLOWERS.

content that travels



My strongest content consistently reaches well beyond my existing audience.

141.6K

VIEWS

CNA storytelling Reel

77.9K accounts reached
7.6K engagements
1.9K shares
541 saves

A more emotional look at the human side of being a CNA.

129.9K

VIEWS

CNA culture carousel

91.8K accounts reached
7.8K engagements
1.3K shares
435 saves

Relatable healthcare content designed to be immediately recognizable and shareable.

46K

VIEWS

CNA community Reel

25K accounts reached
2K+ engagements
182 comments

Community-first content inviting CNAs to find and support one another.

13.6K

TIKTOK VIEWS

CNA + nurse relatable video

12.5K viewers reached
655 likes
14 comments
26 shares

what i create



My best content doesn't feel like traditional advertising. It looks like something a real person would actually post.

01

real-life product integrations

Products naturally worked into my routines, work days, home life or everyday problems.

02

short-form video

Reels and TikToks built around a strong hook, relatable situation and natural product integration.

03

UGC

Brand-owned vertical video made to feel native to social media rather than like a polished commercial.

04

product demos

Simple, believable demonstrations showing how I actually use a product and why it helps.

05

story content

Casual recommendations, first impressions, behind-the-scenes use and follow-up content.

06

carousels + static content

Story-driven or educational content designed for saves and shares.

content pillars



real life

Routines, home resets, getting my life together, everyday chaos and the things making life easier.

motherhood

Working-mom life without turning my kids into the content.

lifestyle + finds

Bags, coffee, clothing, organization, home products and practical things worth sharing.

CNA + working life

12-hour shifts, healthcare humor, work routines, products that survive a shift and the human side of caregiving.

beauty + personal care

Lashes, skincare, hair, makeup and products that work in actual everyday life.

personal storytelling

The honest thoughts, observations and experiences that have built the strongest connection with my audience.



brand fit

I'm especially interested in partnerships across:

Healthcare + workwear

Scrubs + shoes

Work bags + accessories

Coffee + beverages

Beauty + skincare

Hair + lashes

Home + cleaning

Organization

Fashion

Mom + family lifestyle

Everyday wellness

Food + convenience

Apps + services that simplify real life

Creator + productivity tools

Michigan + Midwest brands

But the biggest requirement is simple:

**I need to be able to
make the product make
sense inside my real life.**

That's when the content works best.

ways we can work together

- ✓ Sponsored Instagram Reels
- ✓ Instagram Story sets
- ✓ UGC video
- ✓ Lifestyle integrations
- ✓ Giveaways
- ✓ Long-term partnerships + ambassadorships
- ✓ Sponsored TikToks
- ✓ Sponsored carousels
- ✓ Product demonstrations
- ✓ TikTok Shop collaborations
- ✓ Local Michigan partnerships

Paid usage, licensing and whitelisting can be discussed based on campaign scope.

Custom packages available upon request.



why partner with me?



Because my audience doesn't follow me for polished perfection.

They follow because they recognize themselves.

My strongest posts create the kind of reaction brands want:

“This is literally me.”

That means products can enter the conversation naturally.

Instead of stopping the content to sell something, I build the product into the story, routine, problem or moment that made someone stop scrolling in the first place.

The goal isn't to make an ad that looks pretty.

It's to make content people actually want to watch.

work with me



01

the introduction

STARTING AT

\$750

A natural first introduction to my community.

INCLUDES

- 1 sponsored Instagram Reel
- 3-5 supporting Instagram Story frames
- Brand + product tags
- Creative concept + scripting
- Filming + editing
- 1 round of revisions

Best for: product launches, awareness campaigns and first-time partnerships.

Partnerships built around content that actually fits my life, my audience and your brand.

Whether you need one strong piece of content or a campaign with multiple touchpoints, every partnership is built to feel native to my page instead of dropped into it like an ad.

02

MOST POPULAR

the cross-platform

STARTING AT

\$1,050

INCLUDES

- 1 Instagram Reel
- 1 TikTok
- 3-5 Instagram Story frames
- Platform-specific captions + CTAs
- Creative concept + scripting
- Filming + editing
- 1 round of revisions

Content may use the same core concept while being optimized for each platform.

Best for: brands that want visibility across both of Krista's primary platforms.

partnership packages

03

the campaign

STARTING AT

\$1,750

More than one touchpoint so the brand becomes part of the conversation instead of appearing once and disappearing.

INCLUDES

- 2 short-form videos
- 2 Instagram Story sets
- Platform-specific messaging
- 1 revision per deliverable
- Instagram + TikTok placement
- Creative direction + campaign concept
- Filming + editing

Best for: launches, seasonal campaigns and products that benefit from multiple creative angles.

Rates shown are starting rates and may vary based on campaign scope, creative requirements, deliverables, exclusivity, usage and licensing.

04

the ongoing partner

STARTING AT

\$2,500 /month

For brands that naturally fit Krista’s life and want consistent visibility with her audience.

INCLUDES EACH MONTH

- 3 short-form videos
- 2 supporting Instagram Story sets
- Creative concepts + scripting
- Monthly performance recap
- Instagram + TikTok distribution
- Ongoing product integration
- Filming + editing

Long-term partnerships are customized around campaign scope, deliverables, usage and goals.

Best for: brands looking for repetition, familiarity and long-term trust.

Custom packages available.

ugc content



Need the content without posting to my audience?

I also create brand-owned vertical content designed to feel native to Reels, TikTok and paid social.

1 ugc video

STARTING AT

\$350

15–60 second edited vertical video

INCLUDES

- concept + script
- on-camera or lifestyle/product demo
- text overlays/captions when appropriate
- 1 revision
- 30 days organic brand usage

3 ugc videos

STARTING AT

\$900

INCLUDES

- three distinct creative concepts or angles
- filming + editing
- 1 revision per video
- 30 days organic brand usage

5 ugc videos

STARTING AT

\$1,400

INCLUDES

- five brand-ready vertical videos
- multiple hooks, problems, use cases or product angles
- filming + editing
- 1 revision per video
- 30 days organic brand usage

individual deliverables

Instagram Reel	starting at \$650
TikTok video	starting at \$450
Instagram + TikTok cross-platform video	starting at \$900
Instagram carousel	starting at \$400
3-5 Instagram Story frames	starting at \$250
UGC video	starting at \$350

Rates shown are starting rates and may vary based on campaign scope, creative requirements, deliverables, exclusivity, usage and licensing.

Custom packages available.

usage + add-ons

PAID ADVERTISING USAGE	
30 days	+30% of content fee
90 days	+60%
6 months	+100%
ADD-ONS	
Whitelisting / Meta Partnership Ads / TikTok Spark Ads	starting at +30% of content fee per 30 days
Raw footage	+50% of content creation fee
Additional hook	+\$75 each
Additional CTA variation	+\$50 each
Additional revision	+\$75
Rush delivery	+25%
Category exclusivity	Custom quote based on category and duration.
Perpetual usage / full buyout	Custom quote only.

let's make something people actually want to watch

I love working with brands that understand relatable content doesn't have to look perfect to perform.

If your product belongs in the life of a working woman, mom, healthcare worker or somebody simply trying to make everyday life easier, there's probably a story we can tell around it.

Let's work together.

Krista DeLisle

Creator, Krista's Chronicles



Instagram: @kristaschronicles

TikTok: @kristaschronicles

Web: kristadelisle.com

Email: kristadelisle.collabs@gmail.com



Upper Peninsula, Michigan