

# Sean Kim

@seanhwann · Instagram · TikTok

Korean-American Gen-Z creator making authentic talking-head content. Ex-Growth Lead at a YC-backed startup. I know what makes a hook work because I test it daily on my own account.


CONTACT

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| 29K | 7.8M | 8.9% | 30+ |
|---|---|---|---|
| FOLLOWERS · IG + TIKTOK | VIEWS · 90 DAYS | ENGAGEMENT RATE | BRANDS WORKED WITH |

## THE NUMBERS · LAST 90 DAYS

| METRIC | INSTAGRAM | TIKTOK |
|---|---|---|
| Followers | **10.4K** | **18.6K** |
| Engagement rate | **8.9%** | **9.2%** |
| Views | **7M** | **836K** |
| Profile visits | **80K** | **19K** |
| Interactions | **621K** | **77K** |

## SOME BRANDS I'VE WORKED WITH

Cluely · Coffee Meets Bagel · Grüns · Medicube · Goodal · Lewkin · Payout · Methods · QOVES · + many more

## WHO YOU REACH

Women 78% | Men 22%

AGE

| | |
|---|---|
| 18–24 | 21.5% |
| 25–34 | 46.9% |
| 35–44 | 21.7% |
| 45+ | 9.9% |

TOP LOCATIONS

| | |
|---|---|
| United States | 53% |
| India | 5.4% |
| United Kingdom | 4.4% |
| Canada | 4% |

## HOW WE WORK TOGETHER

### UGC — I record. I post.

A video written, filmed, and edited by me, posted to **my own page**. It goes out to my audience on @seanhwann, in the same voice and format they already follow me for.

### Brand Collab — I record. We both post.

An Instagram **Collab post**: one video, two feeds. It goes live on my page and your account at the same time, so my audience becomes your reach and the engagement lands on your profile.

### Paid Ads — I make it. You run it.

Ad creative written, filmed, and edited by me, delivered to you as a file with **usage rights**. You run it from your own account. Hook variations included so you have something to A/B on day one.

## WAYS TO GO BIGGER

### The Bundle

A post on my page **plus** ad creative delivered as a file you can run. One shoot, both jobs.

### Retainer / Ambassador

Ongoing creative on a monthly cadence so your rotation never goes stale. **This is how I prefer to work.**

### Whitelisting / Spark Ads

You run paid spend directly from **@seanhwann**, a real account with real history behind your ads.

### Creator Coaching

I coach the creators already in your program to make better videos, and manage them for you.

**What I don't do:** I don't run daily-posting brand accounts or faceless content farms. Every video is filmed by me, on my face, for a specific campaign.