SYDNEE

@SYDSOGOOD









80k+ 335k+ 145k+ 700k+



@ S Y D S O G O O D

HOST AND CONTENT CREATOR

Sydnee Goodman (also known as sydsogood) is a host, producer, and creator, best known for her content at the intersection of pop culture, gaming, and lifestyle.

Sydnee sets out to share her story and experience - and that of others - to show the nuance and multi-hyphenate nature of people and what can be experienced when we move past the stereotypes and boxes we often put people into.

She hopes to inspire folks to be open to the unexpected and to move out of the internalized limits that so often keep people from realizing their full potential.

You might have seen her work on Disney XD's Polaris: Players Select, hosting, writing, and producing IGN's The Daily Fix - a daily news show covering all things video games and entertainment- or as host of The Game Award's pre-show.

When working with Sydnee, she brings her 7+ years of experience in social media and content strategy - working for brands like Red Bull and BuzzFeed to create a plan that will maximize audience engagment.

Past work includes partnerships with brands like Porsche, Nike, and Revolve.

GET IN CONTACT: SYDSOGOOD@GMAIL.COM



INSTAGRAM SNAPSHOT

335,000+ SUBSCRIBERS

AVG 150,000 IMPRESSIONS PER POST

AVG 25,000 IMPRESSIONS PER STORY SLIDE

TOP CITIES

LOS ANGELES

NEW YORK

CHICAGO

UNITED STATES (53.2%)





AUDIENCE

29.5% 18 - 24 YRS

50.7% 25 - 34 YRS

98.3% MEN

1.6% WOMEN

SNAPSHOT

YOUTUBE

145,000+ SUBSCRIBERS
65,000 VIEWS PER 28 DAY AVG
AVG 11,000 VIEWS PER VIDEO

AUDIENCE

26% 18 - 24 YRS

48.6% 25 - 34 YRS

19.4% 33 - 44 YRS

98.7% MEN

1.3% WOMEN

SNAPCHAT

700,000+ SUBSCRIBERS

3.3 MILLION AVG MONTLY VIEWS

45 SEC AVG TIME SPEND VIEWING

91.2% MEN

8.8% **WOMEN**



80,000+ SUBSCRIBERS
200 AVG VIEWERS PER STREAM