

# ROSHINI COPE

*Video Creator & Life Coach*



## ABOUT ME

Hi! I'm Roshini Cope, an engaging storyteller, and a black woman healing. I help other women heal through coaching and online videos. My specialty is comedic video, with over 25 million video views on Facebook, YouTube, and Tik Tok combined. My story includes being diagnosed with depression and giving birth to a son with special needs. Through it all, I remain a beam of light, honestly, and relatability on the timelines of my followers with a healthy dose of pineapple obsession lol.

**124K**

FACEBOOK  
FOLLOWERS

[Facebook.com/Glamazini](https://www.facebook.com/Glamazini)

**34K**

YOUTUBE  
SUBSCRIBERS

[YouTube.com/Glamazini](https://www.youtube.com/Glamazini)

**2K**

TIK TOK  
FOLLOWERS

[tiktok.com/@glamazini](https://www.tiktok.com/@glamazini)

FIND YOUR  
LIGHT,  
THEN SHINE...  
OH ... &  
HERE'S A  
PINEAPPLE



Featured on Essence.com and having worked with brands like Charmin, Sears, William Sonoma, Verizon, Target, Marriott, Samsung, and more I am a 46-year-old wife, mother, video creator, and life coach living in St. Louis, MO with my husband and 10-year-old son who was born with Spina Bifida.

I'm known for my funny viral videos and find the most joy in making people laugh and sharing my light with the world. Oh & "Roshini" means light.

I would love to partner with companies that align with my joy and introduce them to my growing community.

# AUDIENCE

## MY MOST FREQUENT VISITORS

My audience is mostly black women ages 18-44 with an interest in current events, personal development, current events, humor, & health, wellness.

### DEMOGRAPHICS

90% Female · 10% Male  
20% ages 18-24 · 39% 25-34 · 26% 35-44  
74% are in the U.S.A



# CONTENT

## WHAT I POST AND WHEN

♡ It's all about video video VIDEO!!! ♡

Each week I post videos on Facebook, YouTube, and TikTok. I love going LIVE or posting pre-recorded videos. I also have a private Facebook group with over 800 members and host biweekly paid calls about various personal development coaching topics.

# PARTNERSHIPS

"KaShe wants to know if it's possible to alert us if/when you decide to mention the coupon code. They had an influx of orders after your last mention and wanted to be prepared." - Nicole Blake-Baxter, Nubia Marketing

"You did an amazing job adapting the contest making it feel customized for each social media platform. Your giveaway was professional, fun, engaging, represented our brand amazingly well and in the end a HUGE success. Thank you again!" - Jeremy Kubicek, SmoothieKingSTL.com



I look forward to partnering with your brand and introducing it to my audience! I offer opportunities for sponsored videos, sponsored posts, brand ambassadorships, social media campaigns, giveaways, and event appearances.

RATES AVAILABLE UPON REQUEST.

[ini@glamazini.com](mailto:ini@glamazini.com)

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