

# DANIELLE YOUNG

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\*WRITER\*PRODUCER\*HOST\*COMEDIAN\*  
QUEEN OF COMMENTARY



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# ABOUT ME

THE CONTENT QUEEN, TELLING BLACK STORIES, HAVING MEMORABLE CONVERSATIONS, ASKING POWERFUL QUESTIONS & OFFERING ENGAGING & RAW OPINIONS.

THE **BEYONCÉ** OF **VIRAL AF** DIGITAL CONTENT



## REAL QUESTION ASKIN'

HONEST CURIOSITY LEAD TO A VIRAL MOMENT WHEN **DANIELLE** ASKED **RUPAUL** ABOUT THE LACK OF DIVERSITY ON HIS "RUPAUL'S DRAG RACE" STAFF IN THE PRESS ROOM AT THE 2019 EMMY AWARDS.



## CONTENT QUEEN

THE JOURNALIST WHO ASKS QUESTIONS PEOPLE WANT ANSWERS TO: WHAT DOES OPRAH DREAM ABOUT? WHAT WILL YOUR LEGACY SAY ABOUT YOU?

### WHO IS DANIELLE YOUNG?

Danielle Young is the content queen and the queen of commentary.

You may know her from her candid and viral red carpet clips, or her powerful sit-down interviews, or from her way-too-funny and honest pop culture commentary or from her hilarious and Webby-honored "Judge of Characters" series videos from The Root.

Danielle kept that same viral energy at ESSENCE, where she wrote, produced, edited and hosted the video series, "The OverExplainer" and "The OverExplainer Reacts."

She broke down topics that matter to Black people (and everyone) and offered hilarious hot takes on the internet's wildest moments.

Danielle also created and produced the ESSENCE series, "We See You Sis," "The B-Side," "The Black Affect" and more, filling ESSENCE's video roster with recording-breaking views.

Danielle has interviewed faves like: Oprah, Samuel L. Jackson, Queen Latifah and more, often sparking viral and candid moments with celebrities you don't see elsewhere. It's special to watch.

Not only does Danielle shine as the talent in her videos, but her production skills make her the Beyoncé of Black AF viral video content, like Lizzo singing "Soul Glo" or Denzel Washington rapping Cardi B's "Bodak Yellow." Yeah, that was Danielle Young's content you saw!

Danielle is a beloved and trusted voice in media. She will always make you laugh, Prince (yes, THE PRINCE) once called her work excellence and that is what she brings.

# CONTENT QUEEN

"BE LIKE" REACHES AN ORGANIC AUDIENCE OF OVER 10K PEOPLE WITH OVER 12K IMPRESSIONS ON INSTAGRAM.

IN ITS DEBUT, "REAL QUICK" IGNITED ALMOST 1K VIEWERS WITH ONLY 4 HOURS OF PROMOTION!

## DIGITAL DARLING

#savagechallenge

CREATOR  
INSTAGRAM  
LIVE  
INTERVIEW

REAL QUICK WITH  
DANIELLE YOUNG



@QUEEN.KEKEEEE

Monday 3/23/20

2pm EST

@THEDANIELLEYOUNG

## REAL QUICK WITH DANIELLE YOUNG

A LIVE INTERVIEW SERIES CREATED AND PRODUCED BY DANIELLE, THAT SHINES A LIGHT ON THE CULTURE. "REAL QUICK" HAS ITS FINGER ON THE PULSE AND SHARES INSIGHTFUL AND POWERFUL CONVERSATIONS WITH CULTURE CREATORS ON SOCIAL MEDIA. IT WILL STOP YOUR SCROLLING.

## BE LIKE

A COMEDIC COMMENTARY VIDEO SERIES CREATED, WRITTEN, PRODUCED AND EDITED BY DANIELLE, THAT TACKLES TOUGH TOPICS WE CAN ALL RELATE TO. THE HUMOR IS IN KNOWING THAT IT "BE LIKE" THAT SOMETIMES.



## DIGITAL FAST FACTS



- 22.2K FOLLOWERS
- CONSISTENTLY GAINING 200 FOLLOWERS A WEEK
- 1.1 MILLION IMPRESSIONS PER MONTH
- AUDIENCE AGED 18-65 (25-45 IS THE SWEETSPOT)
- 83% WOMEN/17% MEN



- 8K FOLLOWERS
- OPRAH FOLLOWS DANIELLE...OPRAH!
- LIVE TWEETING CHAMPION WITH OVER 400 MILLION IMPRESSIONS AND ORIGINAL TWEETS EARNING UP TO 1.8 MILLION IMPRESSIONS
- STRONG AUDIENCE ENGAGEMENT

# AS SEEN ON...

## TBS' THE LAST OG IG LIVE



## BET GREATEST BET AWARDS MOMENTS



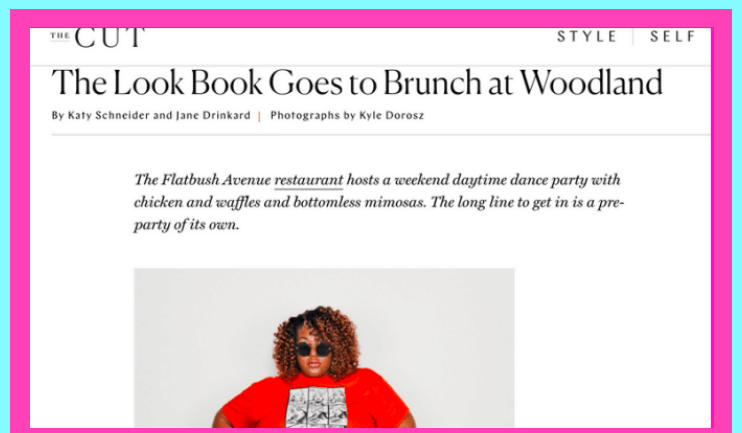
## NETFLIX STRONG BLACK LEAD REACTION CAM



## CULTURE CON PANEL MODERATOR



## THE CUT THE LOOK BOOK



## BUZZFEED HELLA OPINIONS



over  
explainer  
AND  
over  
explainer  
REACTS



ESSENCE ORIGINAL VIDEOS SERIES  
WRITTEN, PRODUCED & EDITED BY DANIELLE  
AN INFORMED BLACK WOMAN'S OPINION  
DELIVERED FOR EVERYONE TO UNDERSTAND  
OVER 1 MILLION IMPRESSIONS  
AD CAMPAIGNS WITH HBO, STARZ & MORE