MEDIA KIT

# Gil

**@oneinagillion**

Nurse practitioner creating fitness, beauty and SoCal lifestyle content.

## About

Gil is a nurse practitioner and a Southern California creator. Her Reels pair real, relatable moments with the products and routines she actually uses: fitness, a morning and night beauty routine, and weekend travel. Her clinical background gives her a credible, trustworthy voice with an audience that is already engaged with health and wellness.

## Audience snapshot

| 180.8K | 49,397 | 2,125 | +245.5% |
|---|---|---|---|
| views, last 90 days | accounts reached | followers | follower growth, 90 days |

Source: Instagram Insights, 90 days ending July 11, 2026. Current figures available on request.

| Gender | Age |
|---|---|
| 56.8% men, 43.2% women | 61.8% are 25 to 44 (41.5% are 25 to 34) |

A meaningful share of her reach comes from people who don't yet follow her, and her top Reel reached 37.5K views.

## Content pillars

| Fitness | Beauty | Lifestyle |
|---|---|---|
| Training and gym routines, with products she relies on. | Morning and night routines built around products she uses. | SoCal weekends and travel, shown the way her audience lives it. |

Her NP background shows up across all three as a credibility layer, with a series of NP videos for students and future NPs.

## *Selected work*

| | |
|---|---|
| **NP Videos** | instagram.com/reel/DagP8NaDRB_/ |
| **Fitness** | instagram.com/reel/DeTIhpgNwmK/ |
| **Beauty** | instagram.com/reel/DfLc391Nr-i/ |
| **UGC** | instagram.com/reel/DZaxAMsEqcz/ |
| **Lifestyle** | instagram.com/reel/DXSfrEQgqjL/ |
| **Most loved** | instagram.com/reel/DeN3Rcnvxbo/ |

## *Ways to work together*

**UGC** content for your brand channels. **Gifted collaborations** that lead into longer partnerships. **Affiliate** programs with tracked links. **Ambassador** programs for brands she uses long term. Every sponsored post is clearly disclosed.

### *Let's work together*

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