



# JADEN OWENS MEDIA KIT



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*jaden*  
JADEN OWENS

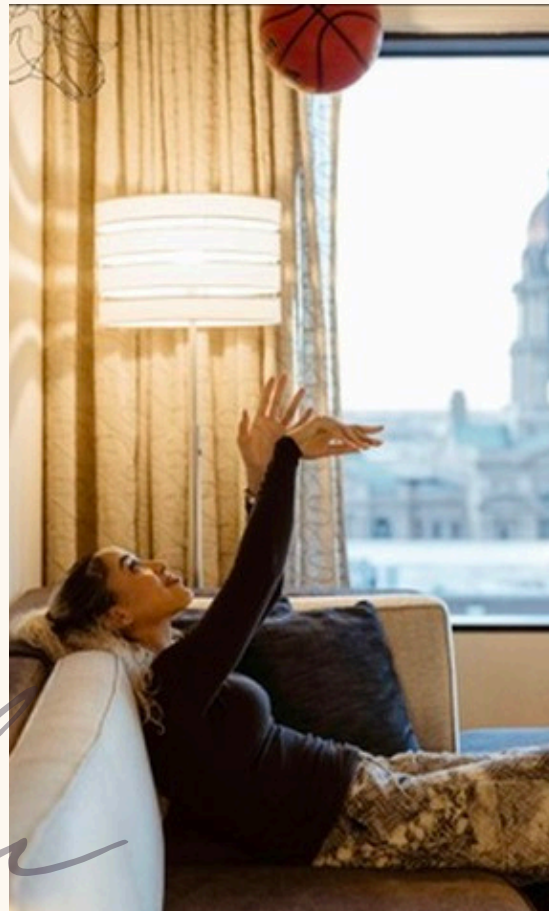
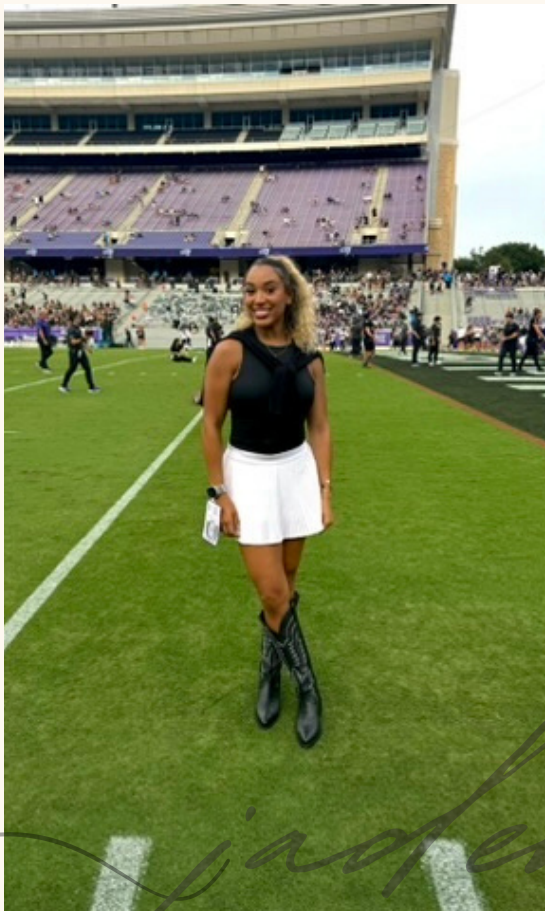
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# ABOUT JADEN

JADEN OWENS IS A PROFESSIONAL BASKETBALL PLAYER AND MEDIA TALENT, KNOWN FOR HER AUTHENTIC VOICE, JOYFUL ENERGY, AND UNWAVERING FAITH. AFTER A STANDOUT COLLEGIATE CAREER AT TCU, BAYLOR, AND UCLA, WHERE SHE LED THE NCAA IN ASSISTS PER GAM.

JADEN SIGNED WITH THE CASEY CAVALIERS IN AUSTRALIA'S NBL1 LEAGUE. BEYOND THE COURT, SHE USES HER PLATFORM TO INSPIRE AND CONNECT, BLENDING SPORTS, LIFESTYLE, AND PURPOSE-DRIVEN STORYTELLING.



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# FOLLOWING

FOLLOWERS

 **209K**

 **140.4K**

AVERAGE VIEWERSHIP

 **150.7K**

 **12.5K**

AVERAGE ENGAGEMENT RATE

**46%**

# AUDIENCE

AGE RANGE

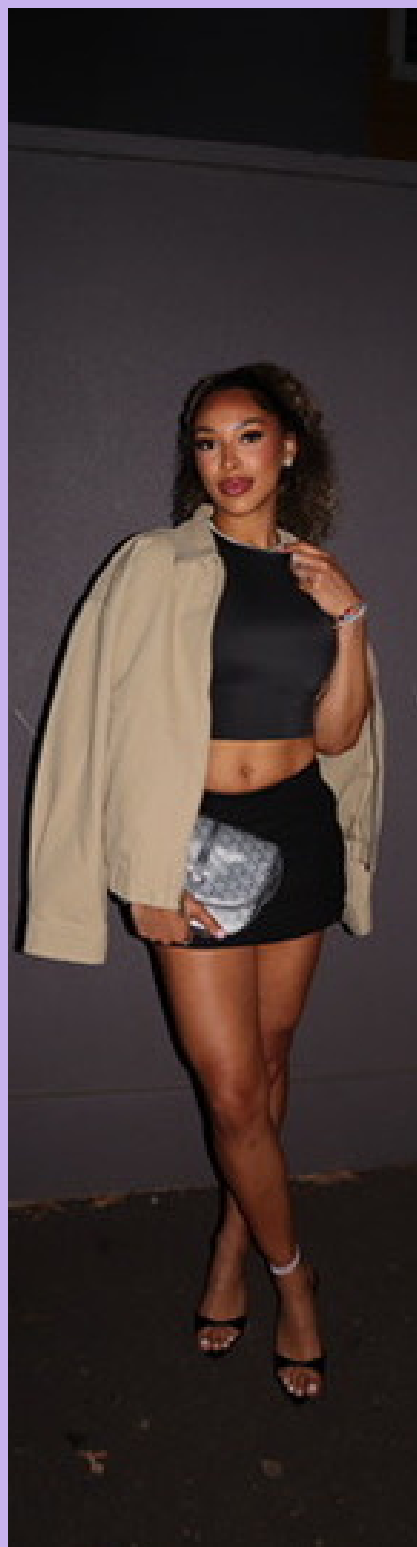
**70% 25-34 YEARS**

LOCATION

**60% DALLAS**

GENDER

**88% FEMALE**



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faith+purpose - authenticity - joy- growth -athletic- empowerment- lifestyle



# AESTHETIC

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# PAST BRAND PARTNERSHIPS

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MARRIOTT  
**BONVOY**™

**OVERTIME**

**ULTA**®  
BEAUTY



**RESTAURANT  
BREWHOUSE**

**USRx**®

**The Even Tone Experts**




**Auntie Anne's**®

**HIBBETT | CITY GEAR**

ESTABLISHED 1945



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# POTENTIAL CAMPAIGN CONCEPTS

**WHERE FAITH MEETS GRIT** — A RAW,  
UNFILTERED SERIES OF WORKOUTS,  
PRAYER, AND ROUTINE.

**COURTSIDE GLOW** — PRE/POST-GAME  
BEAUTY & WELLNESS ESSENTIALS FOR THE  
ATHLETE ON-THE-GO.

**JET SET WITH JADEN** — TRAVEL,  
INTERNATIONAL LIVING, AND PACKING  
MUST-HAVES.

**MIC'D UP MOTIVATION** — VOICEOVER-  
DRIVEN CONTENT LAYERED OVER  
WORKOUTS, MEDIA PREP, OR SOLO TALKS.



@JADENOWENS13

[WWW.THEVERTIQ.COM/JADENOWENS](http://WWW.THEVERTIQ.COM/JADENOWENS)

JADENOWENS@GMAIL.COM  
CONNECT@THEVERTIQ.COM

*Jaden*  
JADEN OWENS

PLEASE GET IN TOUCH AND MY TEAM WILL GET  
BACK TO YOU IN 1-2 BUSINESS DAYS.