



www.rickeytastarks.com

Rickeyta Starks

FITNESS | FAITH | FAMILY | WELLNESS

MEDIA KIT

Contents



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GET IN TOUCH

Hi. I'm Rickeyta!

LIFESTYLE CONTENT CREATOR

I'm a faith-filled leader, entrepreneur, speaker, author, and homeschool mom balancing business, family, and fitness with grace and discipline. I've built a lifestyle that prioritizes wellness—working out 5+ days a week while inspiring my audience to pursue their healthiest, strongest selves.

Beyond fitness, I am a dedicated wife to Anthony Sr. and a proud mother to our three amazing children—Anthony Jr., Austin, and Autumn. Our family embraces faith, hard work, and a commitment to living a purposeful life. Through my content, I share fitness, faith, and family-focused motivation, creating an authentic connection with women who want to build strength in all areas of life.

I'm passionate about working with brands that align with my values—helping women fuel their bodies, minds, and spirits for success and to be the best version of themselves for their families.







We are The Super Starks Family—a faith-filled, fun-loving, and adventurous crew! While entrepreneurship keeps us busy, we make it a priority to travel, explore, and create unforgettable memories together. Whether we're discovering new destinations, enjoying family game nights, or simply laughing over dinner, we believe in living life to the fullest and cherishing every moment.



Our family is built on faith, love, and a spirit of adventure. No matter where we go or what we do, we strive to lead by example—showing our kids the power of hard work, faith, and making time for the things that matter most. Life is an adventure, and we're embracing it one fun-filled moment at a time!

Reach

Instagram

3,180
Followers

Facebook

4,493
Followers

81% 57.2% 85.2%

women 25-44 yrs old USA

Audience

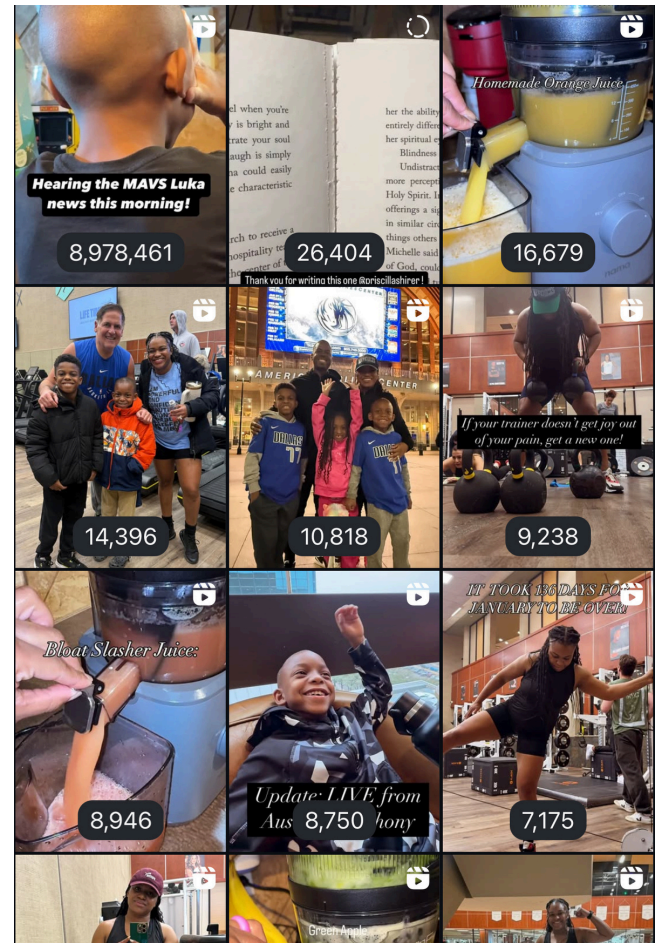
Demographics

- ✓ Primary Audience: Women 25-45
- ✓ Interests: Fitness, wellness, faith, personal growth
- ✓ Lifestyle: Busy professionals, moms, and entrepreneurs looking to prioritize health
- ✓ Location: Primarily US-based

Engagement Metrics:

- ♥ Instagram: 3,180 followers | 3.1% engagement rate
- ♥ Facebook: 4,493 | 2.2% engagement rate
- ♥ Email List: 6,438 Email Subscribers

**MY AUDIENCE TRUSTS MY RECOMMENDATIONS BECAUSE I
SHARE MY JOURNEY AUTHENTICALLY.**



Portfolio



(01) Viral Luka Doncic Trade

In this video Austin and Anthony Jr. went viral for their thoughts on the trade that shook the NBA world. They were featured on ESPN and Sports Center.



8.9M

Views



564K

Likes



130K

Share

(02) Prayer

My video on the power of prayer reached 34K views, showing just how engaged my audience is with faith-based content. I'd love to collaborate with brands that align with faith, personal growth, and wellness, bringing impactful messages and resources to my community.



34K

Views



1.1K

Likes



138

Share



Portfolio



(03) Weekly Routines for Success.

My recent juicing video hit 16K views, showing how engaged my audience is with health and wellness content. I'd love to collaborate on bringing high-quality, nutrient-rich products to my community in an authentic and impactful way



16.7K

Views



125

Likes

(04) Family Fitness

My recent family workout video with my son hit 14K views, proving how much my audience values family-friendly fitness content. I'd love to collaborate with brands that support active lifestyles, parent-friendly workouts, and making wellness a family affair!



14.4K

Views



185

Likes



Client Testimonials

“

Working with Rickeyta completely transformed my business! Before, I was struggling to run ads effectively, but her expertise helped me generate quality leads and grow my audience. She made the process simple, and the results were incredible! My sales increased, and I finally feel confident in my marketing strategy. Highly recommend!

Ashlee B.

“

"Rickeyta's energy and authenticity are unmatched! Her content around fitness, faith, and family is truly inspiring. Our collaboration helped us reach a new audience of motivated women who value wellness and a healthy lifestyle. She delivers high-quality content that resonates, and we've seen an amazing response from her community!

Sarah O.



SERVICES OFFERED

I create high-quality, engaging content tailored to brand partnerships.

Options include:

- ✓ Sponsored Instagram/TikTok Posts
- ✓ Reels & Short-Form Video Content
- ✓ Instagram Stories & Story Takeovers
- ✓ Brand Ambassadorships
- ✓ Product Reviews & Giveaways
- ✓ Affiliate Partnerships

RATES & PACKAGES

Sponsored Instagram Post: \$150+

Reel/TikTok Video: \$250+

Story Bundle (3-5 Stories): \$100+

Brand Ambassador (Monthly Content Package):

Custom Pricing

Bundled packages available for long-term collaborations!



+1-214-991-3297

info@rickeytastarks.com

www.rickeytastarks.com



LET'S WORK TOGETHER!

I'd love to partner and create authentic, engaging content that resonates with my community and your customers.

Rickeyta