

Media Kit 2025

Dr. Shanta



Influencer



Advocate



Strategist



Comedian





connect@lheyshantaq.com



@HeyShantaQ

Get To know me





Dr.Shantaquilette Carter

Dr. ShantaQuilette Carter, famously known as HeyShantaQ, is a force of nature—an award-winning humorist, entrepreneur, and two-time stroke and heart attack survivor who turns life's challenges into powerful lessons of resilience, joy, and empowerment. With her signature humor and authenticity, she has built a community of over 2 million followers, generating 1 billion+ impressions across TikTok, Instagram, and YouTube.

As a nationally recognized health equity advocate and founder of **Quiddity Media & Entertainment** and **Girl Be Natural**, she uplifts women and underrepresented creators while raising awareness of health disparities. Her partnerships with leading brands like **PUMA**, **Dove**, and **Novartis**, and collaborations with organizations such as the **American Heart Association**, showcase her unmatched ability to merge advocacy with storytelling.

Dr. ShantaQuilette's influence extends beyond digital platforms—she has been featured in **Essence Magazine**, **Oprah**, and **New York Times**, and her upcoming podcast, Ridiculously Relatable, promises an unforgettable blend of humor, inspiration, and real-life stories.

"Fashion, humor, and heart are the threads of my story." A proud mother of seven and a modern icon of strength and style, Dr. ShantaQuilette is redefining what it means to connect, inspire, and thrive.

Collaborations

Dior

Walmart >

































Event Host & Appearances

From awards shows to fundraisers, conferences, and concerts, HeyShantaQ knows how to captivate a crowd. Bring her in to elevate your next event with unforgettable moments of connection, laughter, and impact.



shantaquilette.team@emcpower.co

HeyShantaQ Data Snapshot

Engagement Metrics



400K

Average Quarterly Audience Growth



200K

Audience Growth on Instagram

Engagement Rate











Audience Reach



560M+Total Viewers



100M
New Viewers Quarterly



12 PM to 6 PM
Top Viewing Times
(TikTok & Instagram)

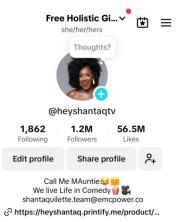


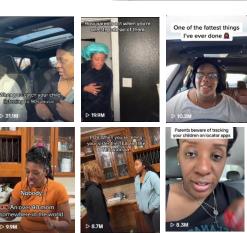
Viewers Tuned in Online During Peak Hours





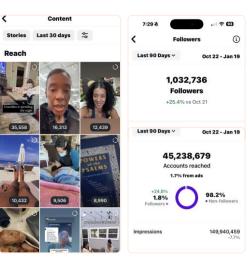


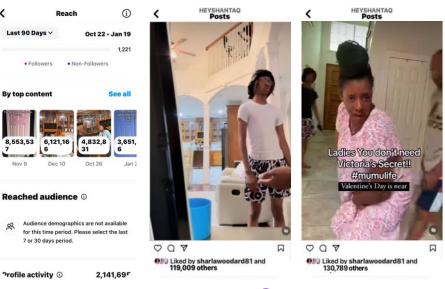






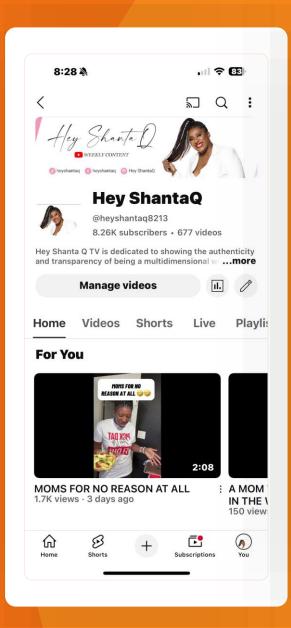


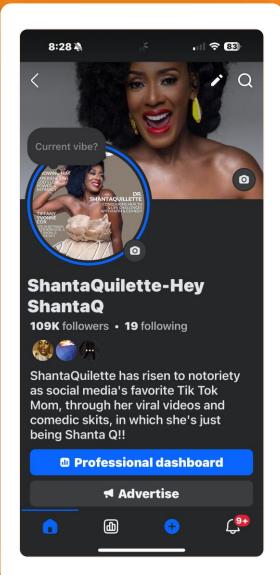






YouTube Stats





Facebook Stats

Conversion and GMV Performance



General Merchandise Value (GMV)

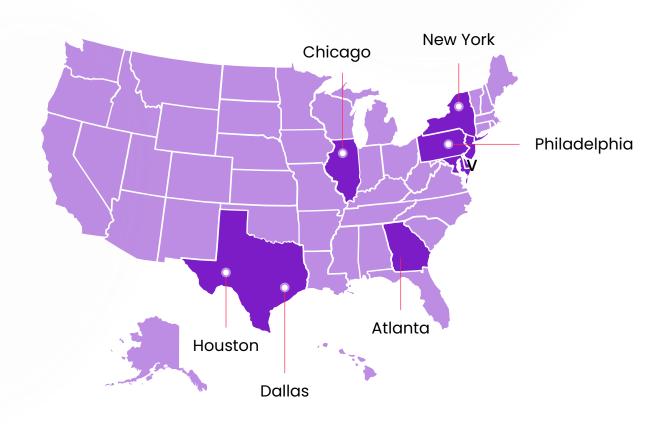
\$575,000+ in product sales driven through content and campaigns **Product Conversion Rate**

12% average across promoted items, demonstrating strong audience trust and purchasing influence



Demographics

Top Cities



Age Categories

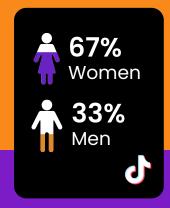
18-24

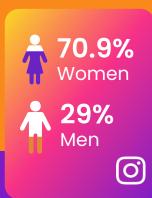
25–34

35–44

45-54

Gender Breakdown





67% of Followers from U.S. Locations

Fan-Favorite Content

When You Catch Your Child Listening to 90s Music" (TikTok)

21M Views



How Parents act when you are one step ahead of them

20M Views



Nobody: An over 40 mom somewhere in the world

9.9M Views



Parents beware of tracking your children on locator apps

8.3M Views



POV: When you're telling your sister the TEA' and the walks in.

8.7M Views



We listen and we don't Judge Mom & Son

9M Views



Followed by Some Top Celebs



Followed by Some Top Celebs



Partnership Opportunities

Brand And Social Media Strategy

HeyShantaQ draws on her extraordinary social media success to empower brands, content creators, and entrepreneurs to grow their audiences and engagement online. From monetization strategies to consulting on authentic and relatable content creation, she merges her passion for storytelling with actionable insights to help others achieve measurable success.

Speaking And Appearances

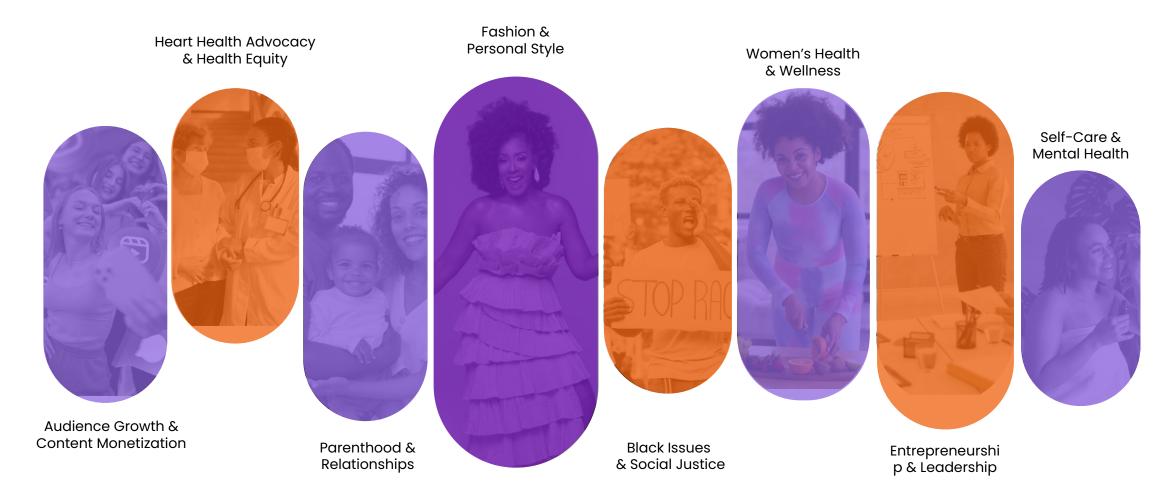
Dr. ShantaQuilette's dynamic presence and engaging storytelling elevate events of all kinds—from award shows and fundraisers to conferences and nightlife. Known for bringing education, awareness, laughter, and fun to every stage, she connects deeply with audiences while promoting impactful messages.

Video And Editorial Content

With millions of followers and a strong engagement rate, HeyShantaQ partners with brands to create video and editorial content that resonates. Her ability to blend humor, heart, and authenticity has elevated the missions of global brands and influencers, engaging tens of thousands of users daily while driving conversions and awareness.



Topic Areas



Ready to Collaborate with HeyShantaQ?

Contact Dr. ShantaQuilette Carter or her team using the details below:

Publicist:

Stephania Schirru | sschirru@dynamicallybpr.com

Brand and Sponsorship Opportunities:

shantaquilette.team@emcpower.co

Executive Assistant:

Mae Conhap | pr@thriveinnovate.com

Manager:

Elizabeth Palmer, Malaco Entertainment | epalmer@malaco.com



Dr. ShantaQuilette works with a diverse range of partners, from global brands to non-profits, tailoring her efforts to create impactful experiences. Fees are quoted based on the scope of work, brand reach, content usage, and distribution plans.

Dr. ShantaQuilette encourages open communication and collaboration during negotiations to ensure pricing reflects the creativity, care, and effort required to deliver exceptional content and memorable engagements.

Please Note

Pricing details may vary based on timing, project scope, and existing commitments. Adjustments can be made to align with the specific needs and goals of the partnership.

Prospective Partners Should Be Ready to Discuss

Content usage and distribution

Contract terms

Deposits and payment schedules

Planning timelines and requirements

Travel and lodging arrangements

Other related expenses



Get started today—let's create something extraordinary together!

LEARN MORE AND CONNECT WITH Dr. Q NOW

www.heyshantaq.com