

DAMON DARIENZO

WRITER, SPEAKER & CONTENT CREATOR



MY CONTENT & MISSION

Hi, I'm Damon and I enjoy sharing stories about my life as a single father and #girdad.

I use themes of love, dedication and optimism to share feelings and perspectives that are relatable and authentic. I provide genuine insights from the point of view of a good man and father that are hard to find across social media. My content has proven to be especially interesting and valuable to women who crave real-time and real-life viewpoints and recommendations from their male counterparts.

My goal is to provide singles and parents with the resources, guidance and inspiration they can use to find happiness in their own unique lives. I celebrate my life as a single dad in hopes my content will also change the stigma that can come from being a single parent. I connect with my audience unlike many other family bloggers, demonstrating my own mindset and action to influence positive change and lift people up.



@singledadmagic

25K+

followers

10%

engagement
rate

45K

avg. reach
per post (ytd)



@singledadmagic

13K+

page likes

400K

page reach
(previous month)

STATISTICS & DEMOGRAPHICS



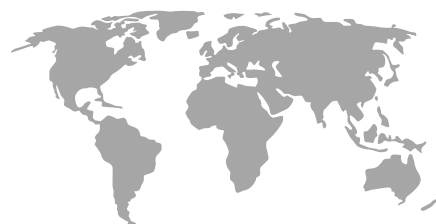
Female



Male



35-44
years old



Top Locations:

USA 45%

UK 20%

South Africa,
Canada &
Australia 15%



SERVICES OFFERED

- Sponsored Social Media Posts
- Sponsored Blog Posts
- Event & Product Activations
- Pre-Release Campaigns
- Brand Ambassadorships
- Video Testimonials



The global population of single parents is increasing which signals an opportunity for brands to use more single parenting themes and influencers in their digital marketing campaigns. Collaborate with someone who reaches an audience of women and mothers different than the norm.

I like to talk about topics such as food, travel, finance, personal care and wellness, relationships, parenting and family.

Note: I boost all sponsored posts with my own resources upon approval with the client.

PARTNERSHIPS & COLLABORATIONS*



Damon has a great story to share as a single and hard-working parent and entrepreneur. It's been a pleasure to collaborate with him to share his story as an Amazon Delivery Service Partner and business owner.



-Janelle Rasey, PR Manager, Amazon

ABOUT DAMON

Damon was raised in Rochester, New York as the oldest of six children. He is a Navy veteran who currently owns and operates a package delivery company. Damon has a Masters degree from the University of Texas at Austin. He is 45 years old and lives in Boston, Massachusetts with his 11-year-old daughter.

Damon started blogging in 2019 and spends significant time messaging his followers to provide individual feedback and support.

CONTACT DETAILS

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MEDIA KIT

**Partnerships and collaborations include both paid and unpaid campaigns. All messages and opinions expressed in these campaigns are Damon's and were not influenced by brand partners.*