

MEDIA KIT 2021

Kathryn Morgan

Dancer — Teacher
Content Creator — Influencer

Kathryn Morgan is a modern-day ballerina, blazing a career path for herself outside of the confines of company life. In addition to being a popular performer, teacher, judge, and influencer, Kathryn is the founder of Kathryn Morgan & Friends, a community focused on the joy that ballet can bring to dancers when they are valued for who they are above their level of proficiency.

Kathryn began her professional career in 2006 as an apprentice with New York City Ballet, and was promoted to soloist in 2009. She left the company in 2012 while battling an auto-immune illness, and made an awe-inspiring return to the stage seven years later as a soloist with Miami City Ballet, where she danced for a year before stepping away from company life in 2020 to pursue dancing on her own terms. Kathryn is known for her feminine, artistic quality and musicality. Her audience is mainly women, aged 18-34, who are actively dancing.

Available For:

Teaching
Dance Gigs
Speaking Engagements
Ambassadorship
Product Reviews
Content Creation & Collaborations

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SOCIAL STATISTICS

255k

*YouTube Subscribers
@kathrynmorgan*

81k

*Instagram followers
@kathryn_morgan*

93k

*Facebook Followers
Kathryn Morgan*

15k

*Facebook Group Members
Kathryn Morgan's
Ballet Community*

14k

*Avg Site Views/mo
kathrynmorganonline.com*

YOUTUBE + AUDIENCE



255k

YouTube Subscribers

Traffic Per Month

376k

Video views/mo

175k

Unique viewers

Audience

86% female

18-34 years old

37% US

6% UK

4% Germany

Top Viewed Videos This Year

Beginner Ballet Barre | At Home Ballet Class Workout
Strength & Stretch Workout For Dancers

Why I Left Miami City Ballet | Mental Health & Body Image

INSTAGRAM + AUDIENCE



@kathryn_morgan

81k

10%

Instagram followers
@kathryn_morgan

average post
engagement rate

Audience

92% female

56.5% US

18-34 years old

4.2% Canada

4% Brazil

Collaborations



Clé de Peau

Collaboration project designed to promote Clé de Peau's holiday collection: The Enchanted Lake Collection.



Dancewear Corner

A curated subscription box that comes out 4x/year. Each box has a different brand partner.



Teddy Blake NYC

Collaboration project to increase brand awareness for Teddy Blake's luxury handbags.

KATHRYN MORGAN

Let's work together!

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