

Maddie

blogger / graduate / advice
www.mindthegapgraduates.co.uk

mind the gap graduates

ABOUT

I started Mind The Gap Graduates in November 2019 as a creative outlet for me to express how I was finding graduate life. The transition wasn't easy and I was aware that there wasn't much in the way of resources out there for people like me. My blog aims to help graduates, students and young adults when they start out in the 'real' world.

LET'S WORK TOGETHER

I can offer content across various platforms, including Instagram where I have an engagement rate of 17% and my blog where I get traffic upwards of 2k a month.

My audience is primarily 18-24 year old females in the UK, closely followed by the US.

The majority of my followers and readers are students and graduates.

MY AUDIENCE



1,288
followers



2,500 followers
17% engagement
rate

PREVIOUS WORK

Previous work has included spreading the word for a CV writing company, which resulted in an increase in brand awareness and sales for the company - FAC3 UK.

BLOG STATISTICS

I have seen a strong increase in my website statistics over the last few months. The chart on the right shows the growth it has obtained over the last 4 months.

GET IN TOUCH

You can get in touch with me by emailing maddie.astle@gmail.com
I'd love to hear from you and see how we can work together!

