

BERNA ANAT @HEYBERNA

YOUR FINANCIAL HYPE WOMAN

Berna Anat is a speaker, producer and edu-tainer dedicated to making financial literacy accessible for young womxn of color. Tired of the male and pale money world, Berna created her own budgeting system and paid off \$50,000 of debt in three years. Now, she's on a mission to equip womxn with the most powerful weapon in the world: Total financial empowerment.



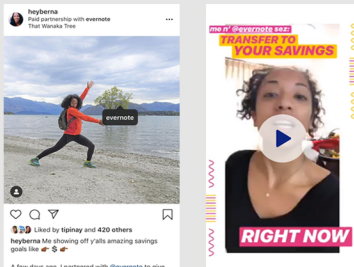
SPONSORED VIDEOS



Berna can incorporate your brand into the videos she produces for the HeyBerna channels, bringing seamless brand awareness to her 25,000+ Millennial followers.

For more, ask Berna about the [Financial Literacy video](#) from her partnership with HSBC Bank.

SOCIAL CAMPAIGNS



Berna has partnered with major brands to create engaging social campaigns garnering an average of 5.5% post engagement around topics such as budget travel, saving money, and more.

For more, ask Berna about the [Savings Challenge content](#) she produced for Evernote's New Years campaign.

BY THE NUMBERS



27,300+ Instagram Followers
11,000+ Average Post Impressions
5.5% Average Post Engagement
11.2% Average Story Engagement

79% of followers are under age 34
82% of followers identify as Women
Top Follower Region: New York

AS SEEN ON

Forbes

REFINERY29

Vox

BUSTLE

YAHOO!
FINANCE

BOOKING INFO

For more detailed information on Berna's work or to discuss rates for your campaign, project or event, please contact Berna at:

berna@heyberna.com • www.HeyBerna.com
IG, TW, FB: @HeyBerna • youtube.com/HeyBerna

