

# HEART + HUSTLE PODCAST

[The Heart and Hustle Podcast](#) is a weekly podcast created for women of color entrepreneurs to have a place to talk business and life. Join us every Thursday as we discuss a variety of topics from focusing on your brand to dealing with being an introvert. [Angelica Yarde](#), a designer, developer, and public speaker, shares from her fifteen years of business and branding experience while [Charisma O'Keefe](#), a social media and branding consultant, shares from experience as a photographer and creative director and what she does when working with creative businesses.

## TARGET DEMOGRAPHICS

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- + Womxn/Non-Binary Femme-Identifying People
- + BIPOC
- + Ages 20 - 45
- + Entrepreneurs/Creative Professionals

# THE HOSTS

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Angelica Yarde is a visual designer, front-end web developer, speaker, and owner of [Studio 404 Paper](#). Located in Celebration, Florida, she is the co-founder of a branding strategy agency, [Sevenality](#), with her husband. With over fifteen years of design experience, Angelica has been delighted to collaborate with Charisma on the Heart + Hustle Podcast reach other entrepreneurs and creatives. She has taken the stage at WordCamp NYC, The Blog Connect in Philadelphia, Blogger Week UnConference in Washington D.C., and more. When she's not dedicating her time to her work, she can be found in the gym as a novice powerlifter and perfecting her yoga practice.



**ANGELICA YARDE**

Charisma O'Keefe is a multi-passionate entrepreneur based in Washington D.C. She is a published photographer, a branding and social media expert, and a small business owner. As a photographer she has captured thousands of portraits of creatives, families, and entrepreneurs. As a branding and social media expert she has helped build and grow a number of small businesses. Charisma specializes in working with small business owners who are women of color and/or in the LGBTQIA community. In 2019, Charisma launched [Kismet + Charisma](#), a lifestyle brand boutique with home goods and accessories for individuals who live at the intersections of cozy and minimalistic. 10% of all Kismet + Charisma sales go to charitable organizations in both Washington D.C. and Charisma's hometown of Orlando, FL. When Charisma isn't working, she's usually reading, blogging at Charismatic Concepts, working on her novel, or spending time with her husband and two year old rescue dog.



**CHARISMA O'KEEFE**

# PODCAST STATS

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- + **Monthly Avg. Listens:** 3,390
- + **Total Listens:** 159,000+
- + **Top Episode:** #111 - Carving Your Career Path ft. Danielle Deavens - 8,672 Unique Downloads
- + **Top Countries:** United States, United Kingdom, Canada
- + **Featured in Apple Podcasts Black History Month 2016 Podcast List**
- + **Featured in Apple Podcasts Black Voices in Business - August 2016**
- + **Featured by Lisa a la Mode - 28 Podcasts Hosted by Black Women That You Should Be Listening To TODAY!**

# SOCIAL STATS

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- + **Instagram :** 501
- + **Twitter:** 399
- + **Facebook:** 230
- + **Charisma's Instagram :** 1,881
- + **Charisma's Twitter:** 829
- + **Charisma's Facebook:** 792
- + **Angelica's Instagram :** 1,046
- + **Angelica's Twitter:** 2,812
- + **Angelica's Facebook:** 193

# BRANDS WE'VE WORKED WITH

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+ Seth Godin's altMBA

+ Hello Fresh

+ WINC

+ Hover

+ That's IT Bars

We offer :30 - 1:30 ad spots in the beginning, mid-roll, and end of the show.

We have done social posts, included the sponsors in our newsletter, and created Instagram story videos to showcase the products.

# CONTACT INFORMATION

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