



Helen
FARMER

Media Kit 2022

www.helenfarmerofficial.com / @_helenfarmer_

About Me

I'm Helen Farmer. Previously Helen Spearman - the name change is still taking some getting used to, never mind the fact I now drive a seven-seater car instead of a beat-up 4x4 and have two daughters. There's a husband and a couple of cocker spaniels too. One is staring at me right now. We live in a villa just over the road from the beach. We really should go to the beach more.

I've been in the Middle East for 15 years, including a few months in Bahrain and the rest in Dubai, where I work as a broadcast journalist, writer, and presenter.

I start hobbies I don't finish (hello screen printing), love swimming, go to the gym for the music, and seem to find myself on the top of mountains from time to time, wondering how I got there.

The years in Dubai have brought amazing friends, my marriage, babies and a career, and for that I'll always be grateful. But this place is a little, umm, taxing at times. Ironic...

While I don't really identify as a 'Dubai mummy influencer', I'm a mum who writes and talks about HONEST motherhood, the brands I personally use and believe in and so much more so there we go!

For more information

 helen@helenfarmerofficial.com

 [/_helenfarmer_](https://www.instagram.com/_helenfarmer_)



Social Statistics

40,540

Total followers



www.helenfarmerofficial.com

AUDIENCE AND DEMOGRAPHIC

61.5% UAE Based

31.9%

Ages 25-34

48.7%

Ages 35-44

GENDER SPLIT

79.1%

WOMEN



Brand Partnerships + Collaboration

www.helenfarmerofficial.com

“Authentic and relatable, Helen only works with the brands she loves, and this genuine appreciation shines through in the engaging content she creates. Consistently staying true to herself, she has secured herself a constant tribe of followers (myself included!) that look to her for daily inspiration. Helen is an absolute pleasure to work with... and also to follow!”

Nicola Fineran
Marketing Manager - Lifestyle

“Working with Helen was an absolute pleasure. not only because of her professionalism, but because she was a real reflection of our brand. She spoke our language. She was authentic, transparent, and showed the customers the reality of the Volkswagen Brand.

She was creative enough to come up with great ideas, was always on time, and suggested new ideas.

The real value was seeing her fans commenting on her posts with their opinions, suggestions, and their own real-life stories and experiences related to our brand.”

Brett Jones and Zeina AlHasan
PR & Communications team at Volkswagen Middle East

“As the leading locally grown fashion brand in the UAE, we were looking for a Brand Ambassador who would relate to our customers as a stylish, natural, gorgeous and fun woman.

We immediately reached out to Helen as our first choice and we happily started working together.

We grew our partnership from Helen visiting our stores and sharing photos, to developing o a full collaboration. We created a hand tailored collection to suit our customer, curated by Helen with our design team, and added the styles online and in store.

It has been an absolute pleasure working with Helen over the last year. It works brilliantly for us as a brand as our customers are always warm to Helen as our partner.

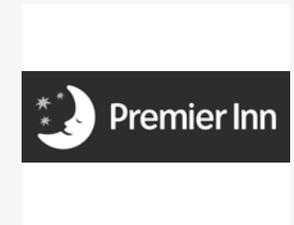
Long may it continue.”

Holly Hart, founder, Neon Star

“I have had the pleasure of working with Helen for many years now. She knows her audience and truly knows how best to communicate great products and services that they will appreciate and love, making her a fabulous content creator and genuinely influential.”

Julia Spencer, Influencer Marketing Manager, FirstCry.ae

Brands who love working with me





Work with me

I'm open to discussing collaborations, giveaways and reviews for select partners, but please note that all brands must be in line with my values and beliefs; basically, if I wouldn't recommend a product/service/experience to my best pals, then I won't tell my social media fam about it. That way, everyone knows that the content is honest and reliable.

If you'd be interested in me organising a focus group of my followers, hosting an event as an emcee or consulting on your brand/project, please get in touch.

As a freelance writer and editor I'm always interested to learn about writing projects, and for all matters relating to brand tie-ups and partnerships you can download my media kit here - or by emailing me on.

 helen@helenfarmerofficial.com

 [/_helenfarmer_](https://www.instagram.com/_helenfarmer_)

www.helenfarmerofficial.com