

NICOLE RYAN

((SiriusXM)) 34M  100K  79K  52K

With effortless charm and down-to-earth energy, Nicole Ryan instantly lights up any screen, stage, and studio. She first hit the airwaves as a co-host of “The Morning Mash Up” – the SiriusXM Hits 1 daily talk show frequented by today’s biggest pop stars. Her breakout success spans TV, digital media, brand ambassadorship, the live-event market, and beyond. As she trail blazes a self-styled career that highlights many facets of her magnetic personality—pop culture expert, culinary enthusiast, fitness buff, wife and mom – Ryan infuses every undertaking with her sharp sense of humor and genuinely radiant presence.



Nicole exudes so much personality and performed so effortlessly as our MC during Grammy week. We can't wait to have her contagious energy back in our panels and on our red carpet in 2022.

– Linda Kirkpatrick, President, North America at Mastercard

SOCIAL STATS



7 out of 10 followers are female with majority between 34-44 years old

Instagram

3% Engagement Rate

9K+ Avg. Impressions per Story

71.6% Increase in followers per quarter

Facebook

1.4% Engagement Rate

9K+ Avg. Impressions per Story

Twitter

21K+ Monthly impressions

0.7% Engagement Rate

*2021 Statistics from Social Media platforms

HIGHLIGHTS

Mastercard

Talent Appearance, Emcee, BTS Story Posts and Brand Mentions documenting Grammy Week in LA on Instagram and Twitter.

Panel moderator for Designing a Better Music Industry for Women: Equality on Both Sides of the Board

P.Volve

Summer influencer campaign inclusive of IG stories, static posts plus discount codes and swipe ups, Facebook Live demonstrations of equipment and convenience of online streaming plus Q&A, and first look inside real studio taped training station distributed across influencer’s socials. Contest Giveaways.

Rumble

Content creation at her studio and home with a high-energy, results-driven, No-BS approach to home fitness

BRANDS HIGHLIGHTS



SAMSUNG



KIMPTON
HOTELS & RESTAURANTS



BEAUTY PIE



808 Audio

Brand Ambassador for 12-month campaign. Includes On Air Mentions, Talent using headphones during live radio interview segments, brand messaging during interviews about product, product training, in person appearances at CES and 2 social media posts a month during length of campaign

Nivea + Time Square Alliance

Emcee and Correspondent on the Nivea Stage in Times Square. Radio on air mentions and social media posts were made leading up to the event. Content created during the event was distributed simultaneously on both Nicole Ryan's socials and the brand's in real time. Ran a contest with a call to action promoting Nivea's lip care on Nicole Ryan's socials for one lucky couple to win an all expense paid trip to NYC and VIP front row tickets to Nivea's stage for New Year's eve in Times Square.

Nicole demonstrated so effortlessly our campaign goals by clearly showing how easy it is to use our products. She highlighted our key points and went above and beyond the ask. Best of all, we saw a huge increase in our sales as a direct result of her amazing efforts.

— Juliana Johnson,
Performance Marketing Manager

Nicole took her role as spokesperson for our line of haircare products to the next level by integrating her unique zest for life all the while following our mission, vision and values to a T. She was vivacious, hilarious and we're excited to bring her back for our next big brand activation.

Nancy Caravetta, Co-Founder | President, Rebel Gail



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HIGHLIGHTS

Radio Personality & Co-Host

SiriusXM’s Hits 1 The Morning Mash Up **34M+ SUBS**

Podcast Co-host & Co-Creator

Have Kids, They Said **280K+ DL**

Moderator & Host

National Society Leadership and Success Speaker Broadcast series **1.5M+ SUBS**

Guest Correspondent

Red Carpet Events, Premiers and Charity Galas including CES, Super Bowl, Grammys, Billboard Music Awards & more

Creator & Host

On Air Mom Original Content Digital Series for Awesomeness TV

Co-Host **UPCOMING**

455 Entertainment Unscripted Travel & Food Doc Series

Co-Host **UPCOMING**

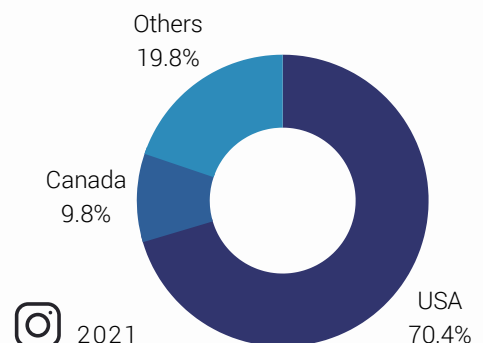
Mic'd Up Moms

BRANDS



MAIN AUDIENCE

18 - 24 year old College students
25 - 45 year old Moms
from USA, Canada & South America



PRAISE

The radio station I enjoy with my kids every morning on my way to work, the radio station, where I have some of my most fun and fascinating conversations, its feel like a private confab among friends. Nicole has that natural "it" factor.

– Jimmy Fallon

With her effortless charm and down-to-earth energy, Nicole Ryan has the type of natural charisma that instantly lights up any screen, stage, or studio.

– Howard Stern

I remember my first interview with Nicole Ryan. SiriusXM Hits 1, The Morning Mash Up show helped launch my career and debut single "Tim McGraw". 15 years later, I continue to visit the station and I have watched Nicole go from that girl about town, to being a wife and mother, and build her own personal brand.

– Taylor Swift

KEY STATS

Sirius XM Hits 1 - The Morning Mash Up

11M+ Daily Active Subscribers
500K+ Subscribers added per quarter

Instagram

3% Engagement Rate
9K+ Avg. Impressions per Story
71.6% Increase in followers per quarter

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With Khalid on SiriusXM's Hits 1 The Morning Mash Up



With Ken Downing at Delivering Good Charity Gala



Nicole's Family



With JB Smoove at Rolling Stone Super Bowl Event



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