



media kit

BOURN TO CREATE

SARAH BLACKBOURN · BILOXI, MISSISSIPPI



485K+

COMBINED
FOLLOWING

245K

TIKTOK
FOLLOWERS

211K

FACEBOOK
FOLLOWERS
+26K IN THE LAST
90 DAYS

10M+

FACEBOOK VIEWS
LAST 90 DAYS

Sewing & homestead lifestyle creator on the Gulf Coast, followed nationwide.

Sarah Blackburn is a maker, teacher, and content creator in Biloxi, Mississippi. She sews, teaches fiber crafts, and runs a small homestead, documented daily for 485K+ followers across five platforms, with a monthly DIY column in Gulf Coast Woman Magazine and a paid-subscriber community on Facebook.

PLATFORMS

TIKTOK 245K
@bourntocreate

FACEBOOK 211K
@bourntocreateco

INSTAGRAM 26K
@bourntocreate

PINTEREST 78.5K/mo
@bourntocreate22 · views

YOUTUBE @bourntocreate

CONTENT PILLARS

- SEWING & FIBER CRAFTS
- HOMESTEAD & CHICKEN LIFE
- HOME & HANDMADE
- RECIPES
- TRAVEL

AUDIENCE SNAPSHOT

PLATFORM ANALYTICS · JUL 2026

81–88%

WOMEN
TIKTOK · FACEBOOK

Ages 35+

CORE AGE RANGE
BOTH PLATFORMS

6.2%

TIKTOK
ENGAGEMENT
6.2M VIEWS · LAST
365 DAYS

71% US

TOP LOCATION
TIKTOK FOLLOWERS

Ways to work with Sarah

01	Sponsored Content	Dedicated posts and story-driven series across TikTok, Facebook, Instagram, and Pinterest.
02	Workshops & Teaching	Hands-on sewing and fiber-craft workshops for fabric shops, retreats, and company teams.
03	Appearances & Speaking	Demos, panels, market appearances, and talks on building a creative business.
04	Content Shoots	Content days for your business: Sarah shoots short-form video herself, and your team posts it on your own channels. Full-scale campaign production runs separately through Gulf Coast Content Studio.

SELECTED BRAND PARTNERS

KODAK PURINA RYOBI HART TOOLS VITAL PROTEINS RYZE COFFEE
SOLA WOOD FLOWERS ESSENTIAL STENCIL TUMBLE RUGS MIRADOR PERGOLAS
OMOTON SMART COOP CHICK COZY EATON PET & PASTURE PRETTY FARM GIRL

CAMPAIGN SPOTLIGHTS

TIKTOK · PULLED JUL 2026

OMOTON Work-from-home desk-setup series for TikTok Shop; the restock alert alone went viral.

9M+

VIEWS · CAMPAIGN

8.2M

VIEWS · TOP POST

122K

LIKES

28.5K

SAVES

**MIRADOR
PERGOLAS**

Grass-to-patio backyard series: four Mirador posts with save-and-share-heavy DIY engagement.

1.3M+

VIEWS · CAMPAIGN

767K

VIEWS · TOP POST

60K

LIKES

6.8%

ENGAGEMENT

Let's make something.

Rates and availability on request.

ALL STATS VERIFIED JULY 2026

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