

MEDIA KIT



# ***SARA KERR, RD, LD***

THE KERRMINATOR LLC

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(971) 258 0718  
Portland Metro Area, Oregon



## ARTIST & DIETITIAN

My name is Sara. I was born in upstate New York in 1989. I work primarily in colored pencil and paint. My earliest experiences with art began as a child learning from my mother and blossomed in high school as I discovered my talent for realism. In university I unveiled a love of science visualizations in my classes. I obtained a bachelor's of science degree from Oregon State University in 2019 and became a Licensed and Registered Dietitian in 2020. Two of my main sci-art influences were Roger Hayward and Ernst Haeckel. While studying under Artist, [Julie Green](#) I improved my painting techniques and artistic discipline. I currently work from my home studio in Oregon, which I share on my YouTube channel.

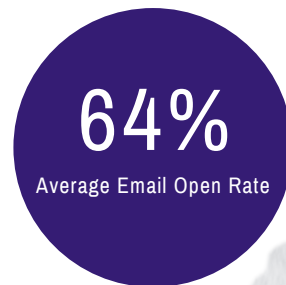
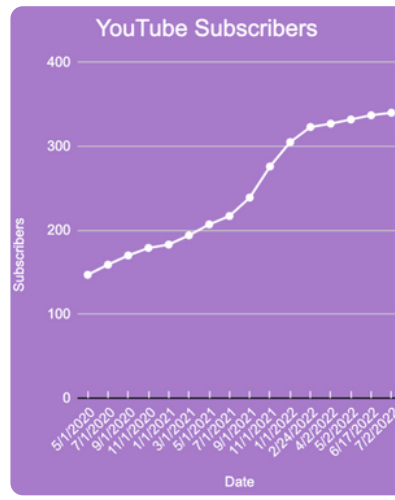
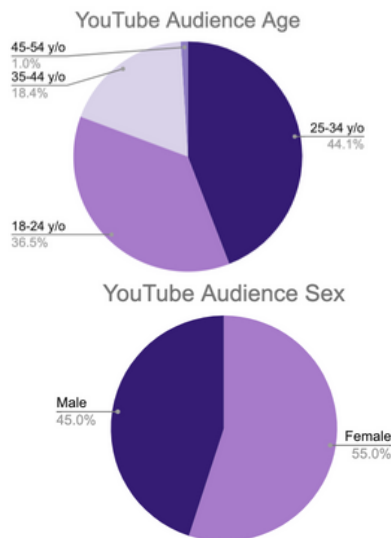
## PARTNERSHIP OPPORTUNITIES

- Social Media Sponsorships
- YouTube Video Sponsorships
- Brand Ambassador and Product Spokesperson
- Content Collaborations
- Podcast Guest
- Philanthropy (e.g. art donations for charity fundraiser)

## MORE INFO

- Launched The Kerrminator LLC May, 2021
- View Sara's [Portfolio](#)
- Browse Sara's [Blog](#)

## AUDIENCE GROWTH AND REACH



## SOCIAL REACH



/c/thekerrminator

**344**



/the.kerrminator

**341**



/The\_Kerrminator

**165**



/in/sarafkerr/

**123**

\*All stats as of November 2022



# ***GUEST SPEAKER***

RD Entrepreneur Symposium  
Fall 2022

[VISIT](#)



The RD Symposium is a 4-day online event devoted to learning about building and growing a thriving nutrition business, from private practice, course creation, writing, and beyond, brought to you by a variety of experts.

I gave my talk, "Embracing Video to Communicate Nutrition" to 113 virtual attendees.

The presentation covered:

- brainstorming video content ideas
- editing software options
- how to get started filming with minimal equipment
- tips for how to become a more confident video creator

# FEATURED COLLABORATION

FreelanceDietitian.com

LISTEN



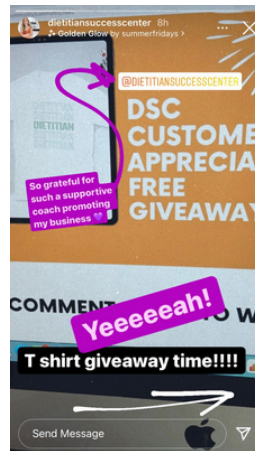
In January, 2022 I was a guest on the Freelance Dietitian Podcast. I was interviewed by host, Julia Zakrzewski about my career as an artist-dietitian and my experience as a freelancer.

- 25 minute Podcast Episode
  - Episode #10: *Paving The Way As A Freelance Nutrition Artist*
  - 56 Downloads in First 30 Days
- Instagram posts and stories
  - Total Reach:
    - >500 Impressions
    - >45 Engagements
- Mention in The Kerrminator Newsletter
  - 38% Open Rate



# FEATURED COLLABORATION

DietitianSuccessCenter.com



In December 2021 Dietitian Success Center hosted a dietitian T-shirt giveaway for their community.

- 28 Entries
- 2 Winners
- Instagram posts and Stories
- Total Reach: >125

