



ISRAA NASIR

Wellness Influencer + Digital Content Creator

Inspiring a culture of intentional living and mindful consumption

@well.guide

www.israanasir.com

ABOUT

Israa Nasir, a New York City-based wellness thought-leader and advocate, is dedicated to reshaping how we think about our happiness.

As an ideal partner for premium brands that emphasize quality and integrity, Israa integrates the values of emotional depth and authentic connection into her collaborations, elevating brand narratives to resonate with today's conscious consumer.

Living at the intersection of storytelling, wellness, and purposeful living, Israa aims to inspire people to embrace balance in their pursuit of a meaningful life.



DIGITAL STATISTICS

Beyond writing and speaking, Israa creates wellness content on Instagram and TikTok primarily. 75% of her community is between ages 25-45; her average post engagement is 7.7%; and audience is 76% women.



Followers: 261K

Reach: 2.4M

Engagement: 1.5%



Followers: 44.7K

Likes: 1.5M

Engagement: 6%



2000 Subscribers

42 States

72 Countries





WORK WITH ISRAA

Israa is available for collaborations:

- brand partnerships (*paid or gifted; no affiliate partnerships*)
- speaking engagements - keynotes, panelist, moderator or event host
- social media content partnerships



PARTNERS

WARBY PARKER

Love,
Bonito

MHIA
Mental Health America

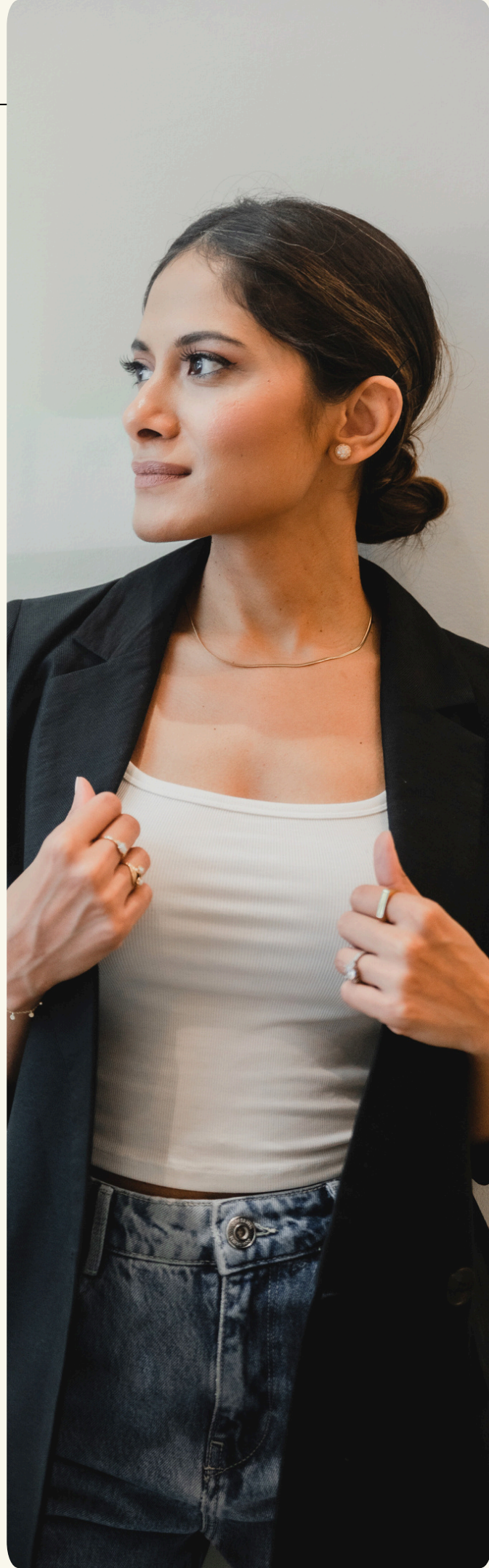
POPSUGAR.

upwork

Costa
FARMS



BANK OF AMERICA



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