



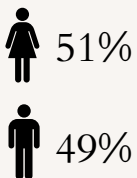
Gen X Chelle

RACHELLE OBLACK

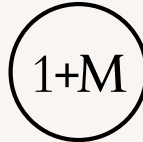
OVER 50 INFLUENCER

About me

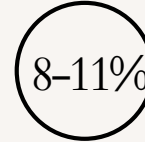
I create smart, relatable UGC that resonates, especially with audiences over 40, but often across generations. My background in education gives me an edge in clear, intentional messaging, and my content is rooted in humor, honesty, and real connection. I know how to speak to people in a way that feels human, not rehearsed. Whether it's voiceover, product demos, or direct-to-camera storytelling, I deliver content that builds trust and gets remembered.



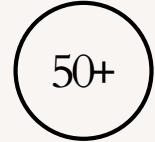
Target
Age



Average
30-day
Reach



Average
Engagement



Average
posts per
month

FOLLOWERS

135K
FACEBOOK

55K
INSTAGRAM

91K
TIKTOK

SAMPLE COLLABS

CENTRUM VITAMINS
POISE
MY HERITAGE
LIFETIME NETWORK
AMAZON
M&MS
VIORI

I AM ALSO AN AMAZON INFLUENCER



OTHER WORK

I own The Second Act Playbook, a blog and content platform focused on reinvention, confidence, and real talk for people navigating big life shifts. Through blog posts, videos, and digital products, I help people reconnect with who they are without the fluff, fake positivity, or self-help nonsense. It's built for anyone in their second act, whether that means midlife, burnout, divorce, or just waking up and wanting more.



SERVICES OFFERED

ON YOUR PLATFORMS

Images or videos with light edits

fr. \$300

LINKS AND STORIES

Links, images, or stories to my accounts or blog.

fr. \$200

SPONSORED VIDEO **fr. \$750**

I can do most any video. Product reviews, unboxing, GRWM, etc.

APPEARANCES **fr. \$1000**

I am an experienced public speaker and author

BRAND AMBASSADOR **fr. \$1200**

Multiple platforms and multiple posts or videos including scripting.

OTHER PLATFORMS **fr. \$300**

Posting to other platforms such as Amazon, Twitter X, Link in Bio, Threads, etc.