media kit, 2026

minutesbyisa

hands-on learning, creative tech and handmade things



about

Hi, I'm Isa. I'm a software engineering student in Toronto who builds AI and web tools, is passionate about learning everything she can and makes things by hand, from knitting and crochet to journaling. My content is for people who want to get into tech and who believe that feeding your brain leads somewhere good. I show the beginner's version, step by step, in simple lists and how-tos.

the numbers

15.0k
accounts reached, last 28 days

19.4k
views, last 28 days

1.2k
average views per Reel (48 Reels)

Source: Instagram Insights, as of November 13, 2026. 1,318 accounts engaged and 1,814 interactions in the last 28 days.

who watches

age

25 to 34: 41%

18 to 24: 34%

35 to 44: 11%

45 and over: 13%

gender

women: 45%

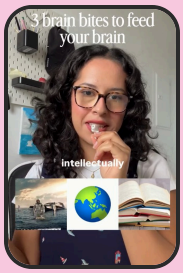
men: 22%

not specified: 33%

Follower demographics from Instagram Insights, November 2026. Rounded to the nearest percent.

what performs best

Numbered "3 things" lists and resource roundups. People save and share them. Tap a card to watch.



13.1k views

Media list: history, film and a book

1,261 saves, 237 shares, 10.7k reached

watch on Instagram

7.0k views

3 simple things to build your own brain gym

451 saves, 221 shares, 6.0k reached

watch on Instagram

5.4k views

3 things you need for your brain stack

106 saves, 62 shares, 4.4k reached

watch on Instagram

2.9k views

3 best brain bites I found this week

300 saves, 122 shares, 2.3k reached

watch on Instagram

Source: Instagram Insights, lifetime numbers as of November 13, 2026.

what I make

creative tech

AI tools, small apps and fast builds, shown start to finish.

hobbies

Beginner journeys in knitting, crochet, piano, journaling and more.

Intellectual depth

Lists, how-tos and resource roundups for feeding your brain.

work with me

Reel

A demo or list-style video featuring your product.

from $75

hand-drawn carousel

A step-by-step carousel in my illustrated style.

from $60

YouTube

A 60-second integration inside one of my videos.

from $100

package

One Reel plus one carousel.

from $120

Best fit: AI and dev tools, creative tools, learning products, books, podcasts and craft brands. I only work with products I would use myself. Prices in CAD. Usage rights and extra revisions are quoted separately.

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let's make something

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