



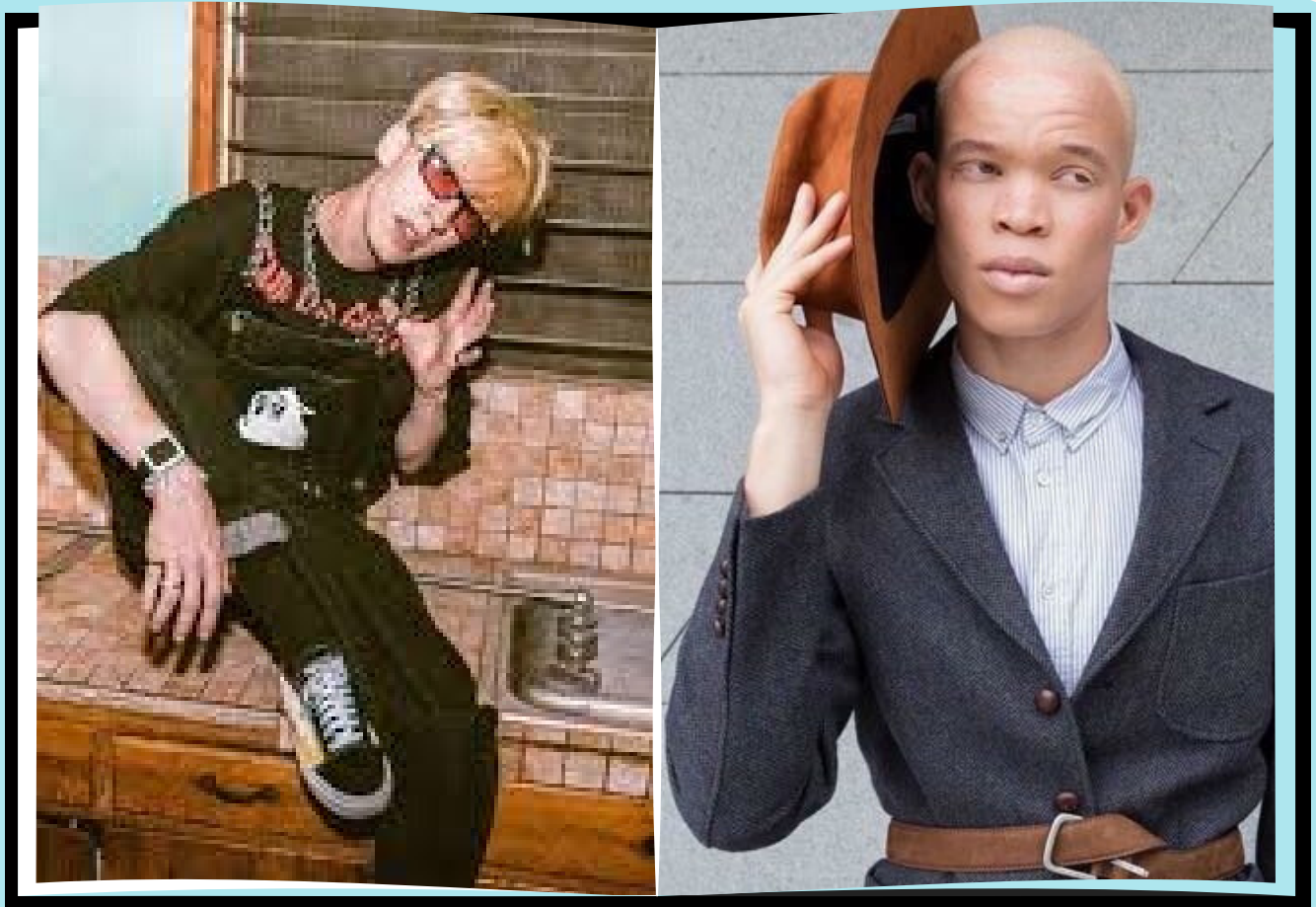
Derek Phillips

SOCIAL MEDIA INFLUENCER

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WHO IS DEREK PHILIPS?

"I'm a 17 year social media influencer. Ever since early 2012 I've been infatuated with social media; Instagram primarily. I've been intrigued with the growth aspect, the algorithmic aspect, the building aspect, the sustaining aspect, and finally monetizing my audience. I started off growing very small comedy pages, posting pictures just for my own entertainment and as well for the few followers my pages had. However, consistent posting and constant audience engagement lead me to start to grow a following. It was at this point I knew I had found what I loved to do. When I started growing my following it gave me a new sense of responsibility. I had to wake up everyday and make sure my followers were satisfied and my engagement was up. After successfully gaining a following, I began to monetize my audience by endorsing brand deals, selling promotions, and helping other smaller pages with growth."



*"I networked with well established artists such as **Jordan Nanks, Weah Bangura** and many other creatives, helping to manage their social media and maximized the effects of their social profiles."*

"I continued to grow my social media monopoly amassing over 3,000,000 followers in total combined across my accounts."

DEREK PHILLIPS

"A strong, positive self-image is the best possible preparation for success."

DEREK PHILLIPS

AKA "LAY"



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