

Cassie DuPont | Persona Media Kit

Profession	Equestrian / Fitness / Wellness Entrepreneur
Character Identity	Grounded feminine confidence, modern wellness luxury, healthy affluent lifestyle.
Audience Appeal	Wellness-focused feminine strength, outdoor luxury lifestyle, emotionally balanced o
Signature Visual Language	Sunlit neutrals, whites, tans, airy outdoor environments, wellness sunlight, soft athle
Ideal Brand Categories	Wellness brands, activewear, supplements, fitness products, pet brands, luxury case
Campaign Strengths	Healthy luxury lifestyle storytelling, wellness branding, outdoor cinematic content, fe

Sample Cinematic Scene Concepts

- Morning wellness routines
- Luxury park walks with Crosby
- Pilates and fitness studio moments
- Sunset outdoor lifestyle scenes
- Upscale café wellness aesthetics

Inquiries & Brand Collaborations

Susan Foe | RocJane
UGCbyRocJane

roc@ugbyrocjane.com
www.ugbyrocjane.com
503-910-0492
@UGCByRoc