



Chelsea Holmes

Inclusive Advocate

Lighting Specialist

North Alabama * Birmingham * Nashville

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Interior Designer

A NOTE ON AUTHENTIC REPRESENTATION

As an advocate living and working with chronic conditions, my physical size, hairstyle, and level of makeup naturally fluctuate depending on my health. I believe true representation means showing up authentically in every season. Regardless of these natural variations, I am entirely committed to professional excellence and will always present myself in the best, most intentional way to represent your brand identity and beautifully convey your message.



As a SCAD-trained interior designer and professional lighting specialist, I analyze spaces and products through the dual lenses of elevated aesthetics and radical accessibility. My work bridges the gap between high performance and genuine representation, proving that navigating a chronic illness is an opportunity to reframe how we interact with consumer goods.

MEET EBONY: CERTIFIED SERVICE DOG & CAMPAIGN COMPANION

Ebony is my certified service dog, medical alert companion, and an essential part of my daily creative workflow. In my advocacy, content generation, and brand collaborations, Ebony plays a highly active, visible role. For partnerships focused on pet-friendly utility, accessible travel, adaptive living solutions, and family-centered lifestyle brands, Ebony adds a beautiful layer of real-world authenticity, illustrating how modern service animals seamlessly integrate into well-designed spaces and everyday routines.



Mission Statement: Dedicated to making the world a little softer, more functional, and deeply understanding. Through the lens of high-quality interior design, specialized lighting, and personal advocacy, I champion the belief that inclusive design should never be a luxury - it should be a universal standard.



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ABOUT ME & MY WORK

Since being diagnosed with my own chronic conditions, my primary goal has been to share real-world experiences, practical tools, and functional guidelines for individuals navigating similar positions. I am deeply passionate about using authentic digital storytelling to make consumer industries a more accepting place. Whether navigating global travel, advising on layout adaptations, or reviewing high-performance apparel, my focus remains on the core design principle that form must always follow function to serve everyone beautifully and equally.

COMMUNITY REACH & ENGAGEMENT

My digital footprint leverages a deliberate split between front-facing social spaces and massive, deepengagement closed networks, maximizing conversion through high-velocity interactions.

PLATFORM / NETWORK	AUDIENCE SIZE	ENGAGEMENT	IMPACT & ALIGNMENT
TikTok Community	60 Followers	18.0%	Exceptional community retention. High-velocity video deep-dives.
Instagram Community	240 Followers	1.2%	Curated design inspiration space focusing on premium aesthetics.
Global Support Networks	75,000+ Members	High Velocity	Closed peer-to-peer dark social resource matching & trusted buying loops.

* A CRITICAL NOTE ON METRIC CONTEXT & COMMUNITY ARCHITECTURE

While public profile counts reflect early-stage top-of-funnel tracking, the structural heartbeat and purchasing power of this community thrive within active, closed digital networks. It is a highly protective ecosystem where consumers do not merely browse—they explicitly solicit and validate design, lifestyle, and structural recommendations before executing final buying decisions.



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SOCIAL PROOF & AUTHENTIC ENGAGEMENT CASE STUDIES

Case Study A: Organic Advocacy & Authentic Representation in Apparel

BODY POSITIVITY, ADAPTIVE ATHLEISURE, & HIGH-PERFORMANCE CONSUMER BRANDS

Guys, this is 100% non sponsored and just magic. I've been obsessed with Halara clothing for a while and just couldn't fit them. Chronic illness weight is no joke. Well, since the end of December - as of yesterday, I've lost about 70 lbs. and they fit *perfectly*. Ignore the wrinkles - just opened the package from a friend but these are so chronic illness friendly! Built-in's, pockets, cooling designs, quick dry fabric. What more could a girl with MS want in the Deep South in summer?! I'm in love!



The Action: Driving explosive organic reach by reviewing viral consumer lines (e.g., *HALARA*) focusing squarely on lifestyle reframing, fluctuating chronic illness weights, and real-world comfort.

Technical Value Highlights: Explicitly detailing functional product assets—built-ins, accessible pockets, cooling fabric technology, and quick-dry utility - crucial for navigating MS or mobility challenges in high-heat climates.

High-Intent Conversion: Fostering vulnerable, high-trust peer feedback loops where un-sponsored peer validation turns casual scrolling into direct retail sales.

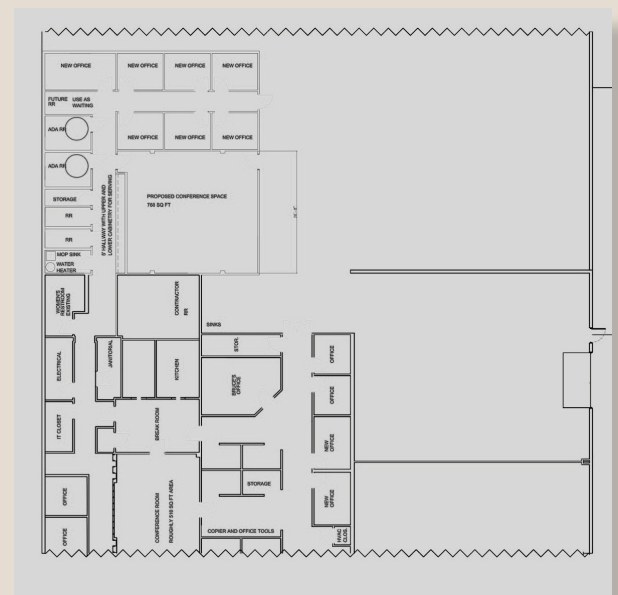
Case Study B: Professional Space Drafting & Universal Architecture Standards

SPACE PLANNING, ADA COMPLIANCE MAPPING, & HIGH-END STRUCTURAL ADJUSTMENTS

The Action: Translating foundational SCAD space-planning training into execution-ready, professional building layouts and interior floor blueprints.

Universal Accessibility Mapping: Seamlessly embedding structural compliance assets directly into high-traffic building plans—including dedicated ADA restroom layouts with specified wheelchair clearance radii and fluid circulation thresholds.

B2B Credibility: Proving to high-end construction, material, hardware, and furniture brands the technical capacity to consult natively on architectural and contractor level integrations.





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Case Study C: Organic Product Placement & Brand Alignment

LIGHTING INDUSTRY PARTNERSHIPS, CREATIVE MERCHANDISING, & LIFESTYLE CONTINUITY

The Action: Executing highly targeted brand placement campaigns for industry leaders like Inline Electric Supply Co. across lifestyle and professional environments.

Contextual Storytelling: Showcasing branded apparel natively on travel layouts (coastal settings) alongside curated creative marketing assets (the interior plush succulent pairing).

Multi-Channel Cohesion: Demonstrating how technical lighting expertise meets approachable consumer storytelling to establish long-term brand equity.



CORE ADVOCACY PILLARS & PARTNERSHIP OPTIONS

When collaborating with brands, our campaigns are built entirely around three core narratives to maximize trust and conversion:

Strategic Brand Integrations: Introducing my highly engaged network to high-performance beauty, apparel, or consumer goods that respect body diversity and functional mobility.

Reframing the Chronic Narrative: Showcasing that managing chronic conditions can live alongside a vibrant lifestyle, culinary exploration, and global travel.

Inclusive & Functional Layouts: Translating lighting design and spatial planning principles into easy, stunning home improvements that support low-fatigue living.



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CHELSEA HOLMES | PARTNERSHIP INVESTMENT GUIDE

COLLABORATION TYPE	STARTING RATE	TYPICAL DELIVERABLES
 Dedicated Social Feature	\$100	1 High-res Instagram Grid Post + 1 Story slide
 Community Spotlight	\$250	0:30 - 1:00 video and three lifestyle photos
 User-Centric Deep Dive	\$175	1 Short-form video or carousel review demonstrating how your product supports functional living
 Design & Lighting Consultation	\$200	A 60-minute digital chat or basic accessibility review of your product line/layout

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2. LOW-FRICTION INTRODUCTORY PACKAGES

Tier 1: The Intro Bundle



\$295
(A \$350 value)

- 1 High-res Instagram Grid Post + 1 Story slide
- 1 Community Spotlight (0:30 - 1:00 video & 3 lifestyle photos)

Tier 2: The Storyteller Package



\$395
(A \$425+ value)

- 1 User-Centric Deep Dive (0:30 - 1:00 video or carousel)
- 1 Instagram Story set with active resource link tracking
- 1 Dedicated Community Spotlight (0:30 - 1:00 video & 3 lifestyle photos)

3. PARTNERSHIP TERMS



- **Turnaround Time:** Standard delivery for review content is **2-3 weeks** from the date the product is received, allowing for thorough, authentic testing.
- **Approval Process:** Brands will receive a preview link to review content for factual accuracy before it goes live across community channels.

4. USAGE RIGHTS & WHITELISTING

- **30-Day Paid Ad Usage & Whitelisting:** Includes brand permission to run paid ads and whitelist content through creator handles for a **30-day window** starting on the date content goes live.



“ **Important Note:** Creator retains the right to final approval of all media being posted if whitelisting. ”

Partner Note:

Every collaboration is treated with the same intentionality that I bring to my design work. As I build out my portfolio of creative partnerships, my primary goal is connecting my community with incredible and functional resources. The rates above serve as a rough baseline and I'm flexible to work within budgets. My goal will always be to be able to support my community, not make a million dollars.