

Shirleigh

SOCIAL MEDIA MANAGER & CONTENT CREATOR

About we

Hello! I'm Shirleigh, a digital content creator for more than 15 years. I have supported businesses and celebrities build their social media profiles and online communities on LinkedIn, Twitter, Facebook and Instagram as well as cultivating a niche community on TikTok.





92.4% UK 4.5% Ireland 1.2% USA



6.72%

Reach

Engagement

@SHIRLEIGHSHIRLZ

2K

INSTAGRAM FOLLOWERS

26M

VIDEO VIEWS FEB 2024 - FEB 2025 18K

TIKTOK FOLLOWERS

854K

TIKTOK ENGAGEMENTS FEB 24 - FEB 25 AUDIENCE Interests

TV SHOWS

ENTERTAINMENT

LIVE EVENTS

MUSICAL THEATRE

WHAT CAN I DO FOR YOU?

Do you want to bring some colour, creativity and flair to your socials? I can help you!

With your products/services and my social media expertise, I can help you level up your social media game to attract the RIGHT audience for you. My authentic, humourous and warm approach to content creation will light up your social media feeds and ad campaigns.









SERVICES

SOCIAL MEDIA TAKEOVERS

SHORT FORM VIDEO REVIEWS

LIVE EVENT COVERAGE ON SOCIALS

TIKTOK LIVES AT EVENTS

EXCLUSIVE CONTENT CREATION

EVENT INTERVIEWS

SPEAKER/PANELLIST/RADIO



VIEW MY TIKTOK FOR VIDEO CONTENT STYLE

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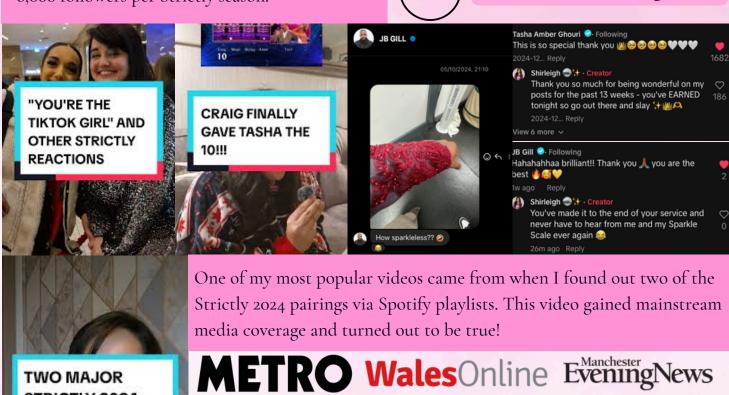


After noticing an untapped niche on TikTok, I began creating Strictly Come Dancing content in 2023. I'm known for my "chaotic theory" content where I try to predict things such as pairings, celebrities and upcoming dances. I have amassed a following of nearly 18k on TikTok. I gain around 6,000 followers per Strictly season.

Video Views During Season

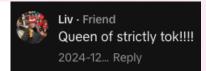
524K TikTok Engagements

New Followers During Season



STRICTLY 2024 COUPLE SPOILERS?!

Taking to TikTok to share her theory after spotting a huge clue, content creator @shirleighshirlz revealed screenshots of playlists appeared to have been created by Katya Jones and Michelle Tsiakkas, named 'Wynne' and 'Jamie' respectively.



Oti mabuse • Friend
Girl you need to work for the fbi 🗟 🕮 whaaaatttt... this level of investigation is unparalleled 2024-9-2 🧡 573 Reply

View 2 replies >



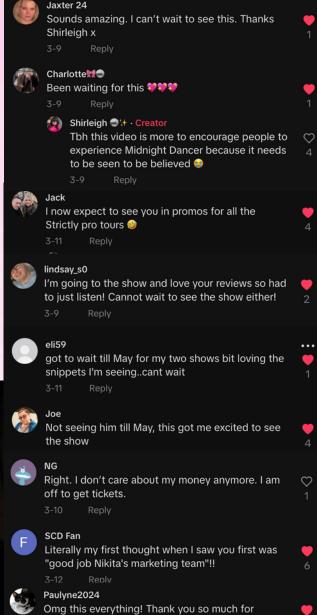
During the "off peak" of Strictly Come Dancing, I have been creating content around the tours the Strictly pros have in 2025.

The main tour I have focused on is Nikita Kuzmin's Midnight Dancer, where I attended opening night to give my following (who are predominantly Strictly fans) a look at what to expect.

I was filmed as part of the vox pop reviews of Midnight Dancer, which resulted in higher interest in the show and more younger fans looking to purchase tickets to Nikita's shows.

This was to show the impact of a Strictly focused creator reviewing a show compared to a generic theatre creator. My following is more concentrated into the target audience of Strictly and my views are trusted.





sharing this, I'm even more excited now, than I ever thought possible about going to see him!!

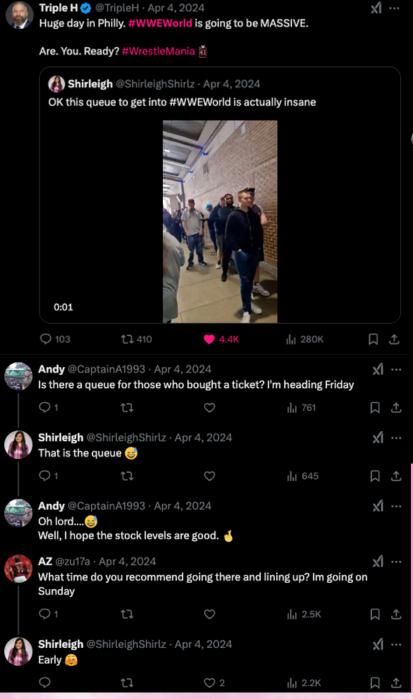
Shirleigh +



Fanatics Events

I attended Wrestlemania in Philadelphia and used Twitter (X) to share my experiences with other users who didn't know what to expect as WWE World did not provide much information.



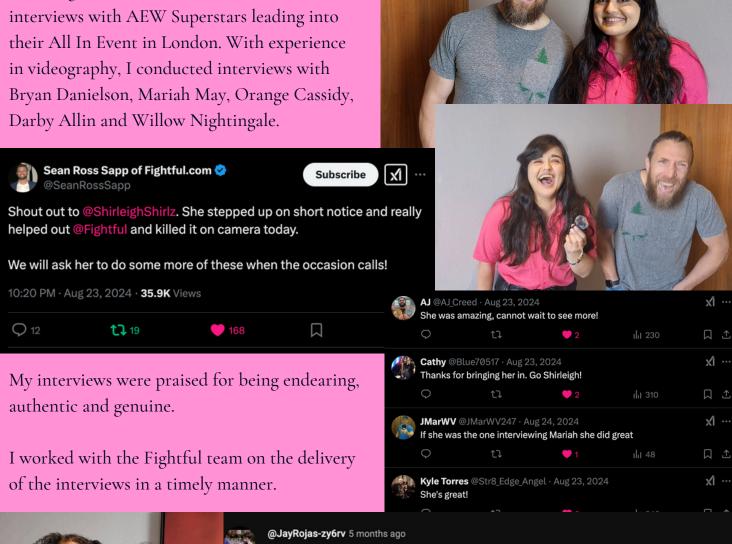


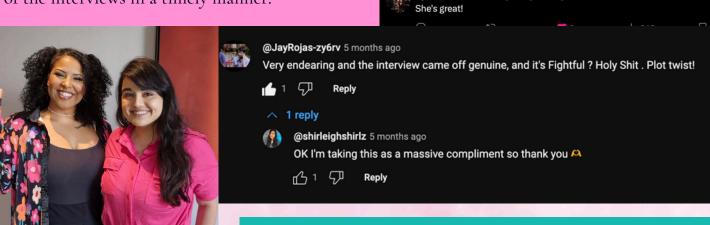


As a result of my live coverage on Twitter (X), I became an unofficial guide to the WWE World event, sharing live coverage of what was happening and answering questions from other fans. In person, people were thanking me for helping them.

Shirleigh + FFFFF

I was asked by Fightful - the world's largest wrestling news website - to conduct video interviews with AEW Superstars leading into their All In Event in London. With experience in videography, I conducted interviews with Darby Allin and Willow Nightingale.





WATCH MY BRYAN DANIELSON INTERVIEW