



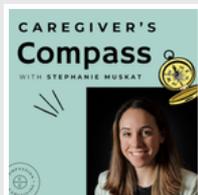
# ADRIA THOMPSON

Speech Language Pathologist | Certified Dementia Practitioner

I am a speech language pathologist, certified dementia practitioner and dementia consultant. I create daily content for personal and professional caregivers of individuals with dementia. It's important to me that everything I do is functional. My advice and support is intended to be practical and applicable. If we can better understand the reality in which individuals with dementia are living, we will better meet their needs with compassion and understanding.



## AS SEEN IN



**PLUS** • Fading Memories Podcast • On Call with the Prairie Doc • At Home, On Air Podcast

## Resume

- B.S. in Communication Disorders
- M.A. in Communication Disorders
- Licensed Speech Language Pathologist
- Certified Dementia Practitioner®
- Certified Montessori Dementia Care Professional®

## Partnerships



## Services

### Brand Partnerships

- Brand spokesperson
- Speaking events
- Attendance at trade events
- FB/IG live events/interviews
- Podcast appearances
- PR satellite + radio media tours

### Business Consulting

- Corporate dementia-friendly training
- Product development consulting
- Product testing and research
- Expert Reviewer

### Social Media Opportunities

- Guest Blog Post
- Instagram Reel/Posts
- TikTok Video/Story/Lives
- Blog article writing
- Product reviews

### Education

- Conference or training seminars
- Virtual caregiver & company consultations
- Continuing education courses

## Sample Work

### Products

- Stander - Stand-n-Go
  - 900,000 views on IG in 30 days
  - 600,000 views on TikTok in 30 days
- RAZ Mobility - Memory Phone
  - 250,000 views on IG in 30 days
  - 305,000 views on TikTok in 30 days
- Kiziks shoes
  - 57,000 IG views in 30 days converting to 94 sales, more than \$10,000 with promo code

### Continuing Education

- "Speech Therapists in the Bathroom: Our Role in ADLs with Cog-Comm Disorders" - Therapy Insights for Speech Language Pathologists
- "ADAPT Series: Adaptive Eating" - Alzheimer's Services of the Capitol Area for Social Workers

### Writing

- "Medical Diets 101" - Carewell

## Audience Statistics

### Website

**6,000+**

Monthly Web Visitors

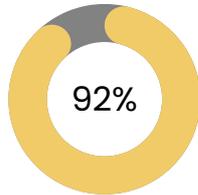
The Be Light Care Consulting website launched on Sept. 2021 and is updated weekly with new content and information. As the social media following has grown, so has traffic to the website.

**+53%**

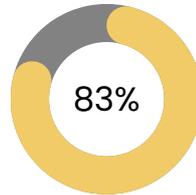
Growth in Web Traffic

Over the past four months, website traffic has grown significantly. As of August 2022, traffic is up 53% overall, with a 37% growth in unique visitors.

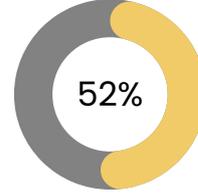
### TikTok



Women

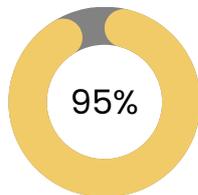


United States

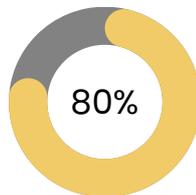


Ages 18-34

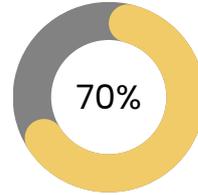
### Instagram



Women



United States



Ages 35+

## Social Statistics



**122K**

FOLLOWERS

**7.9%**

ENGAGEMENT  
RATE

**2.5K**

AVG. MONTHLY  
NEW FOLLOWERS

**1M**

MONTHLY REACH



**134K**

FOLLOWERS

**3.4M**

TOTAL LIKES

**1.5K**

AVG. MONTHLY  
NEW FOLLOWERS

**750K**

MONTHLY REACH

## LET'S WORK TOGETHER!

Thank you for reaching out for more information! I am always looking for new partnerships and resources that will benefit my audience. To receive a custom quote, please reach out to me and I'll respond within 48 hours. I am excited at the potential of working with you!

*Adria*

### Get in Touch



**EMAIL**

info@belightcare.com



**WEB**

www.belightcare.com



**INSTA**

@belightcare



**TIKTOK**

@belightcare



**FBOOK**

/belightcare