

JUDE KELLY

“K CHOPPA”

LIFESTYLE · SELF-CARE · COMEDY

Northampton, UK

I make lifestyle and self-care content in a comedic, relatable style. Most of my videos run five to eight minutes – which goes against the grain on short-form platforms – and that has built a genuinely invested audience, reflected in strong engagement and reliable performance.

TikTok @judekellyy · 447.5K

Instagram @judekellyy · 65.4K



FOLLOWERS	VIEWS	AVG PER VIDEO	ENGAGEMENT
447.5K	2.87M	205K	13.3%
TikTok, Sep 2026	14 organic videos in the last 30 days	Half of all videos exceeded 100K	Measured against views
Engagement rate = (likes + comments + shares + saves) ÷ views · Paid and boosted videos excluded			
6.2 min	40%	76.5%	50.4%
average video length	female audience	aged 18–34	based in the UK

PARTNERSHIP ENQUIRIES

PARTNERSHIPS@KCHOPPA.COM

@judekellyy · Northampton, UK

TOP PERFORMING CONTENT

LAST 30 DAYS • NO PAID BOOSTING • BARS SCALED TO 1M VIEWS



1.00M

My first women's haircut

10.9% likes • 4,347 saves



681.6K

ORGANIC PRODUCT FEATURE

Trying fake tan for the first time

10.0% likes • 1,677 saves



256.1K

teaching my friend to dora haircut with NO experience

Amechi Madu takes bookings in my studio

21.7% likes • 3,386 saves



161.8K

becoming a cake decorator with no experience 🍰...
Camerawomen's birthday cake

Cake decorating with my brother Isaac

16.6% likes • 1,139 saves



146.8K

surprising camera women with her dream holiday (hopefully) ✈️...
location reveal at the airport

Surprising my camerawoman at the airport

17.3% likes • 1,027 saves



146.5K

trying a viral blackhead peel mask...

ORGANIC PRODUCT FEATURE

Testing a blackhead mask

9.0% likes • 746 saves

PAID CAMPAIGN · JUL 2026

OLD SPICE

Built around the idea that smelling good matters as much as looking good. A paid TikTok advert filmed in a barbershop, later amplified by Old Spice as a boosted YouTube Short, followed by further content filmed on location at Tomorrowland in Belgium alongside my brother Isaac.

HAIR LOSS · UGC FOR PAID ADS

VOY

Formerly Manual. Expert-led hair-loss content drawing on my barbering background, created as UGC for the brand's paid advertising and run from their own channels.

Events: Kiehl's UK Summer Mixer (invited guest) · Scandinavian Biolabs x Boots launch (booked to create content)

AUDIENCE

GENDER 57% male · 40% female · 3% other

LOCATION 50.4% UK · Ireland 5.5% · South Africa 3.3% · Australia 3.2% · US 2.5%

INSTAGRAM 65.4K followers · 526.5K views in the last 30 days

HAIR HEALTH · 7 VIDEOS · REPEAT BOOKINGS

SCANDINAVIAN BIOLABS

Hair-health education informed by my professional barbering background, delivered in an engaging, accessible way. Seven videos to date: two three-video packages cross-posted to TikTok and Instagram, and one filmed at the brand's Boots launch event.

RECURRING PARTNER SINCE SEP 2025

DOLA

Integrations built naturally into the story rather than delivered as a straight ad read. A standout example: styling my brother for a date, with the app guiding the outfit, the accessories and a few words of French. Isaac simply had to turn up.

TIKTOK ANALYTICS · 16 JUL – 13 SEP 2026

AGE 76.5% aged 18–34 · 18–24: 39.6% · 25–34: 36.9% · 35–44: 13.3%

REACH 6M viewers on TikTok in the last 60 days, 2.3M of them new

EVENTS & BEHIND THE SCENES



On set in my studio



Organic product integration, long-form GRWM



Kiehl's UK Summer Mixer



On location for Old Spice, Tomorrowland

WORK WITH ME

PARTNERSHIP FORMATS

Integrated content is where I deliver the strongest results. When a product is part of the story, it feels authentic to my audience and they keep watching, so it typically outperforms a standard ad read. My fake tan video, an unpaid organic product feature, reached **681.6K views** with a **10% like rate**.

INTEGRATED VIDEO

RECOMMENDED

Your product woven naturally into a five-to-eight-minute TikTok story. My strongest format for performance and authenticity.

DEDICATED VIDEO

A full-length video created around your product

INSTAGRAM REEL

Cross-posting to Instagram for additional reach

RECURRING PARTNERSHIP

An ongoing relationship with repeat bookings over time

UGC FOR ADS

Content produced for your paid advertising and owned channels, not published on my page

PAID AMPLIFICATION

My content run as a paid ad from your account on TikTok or YouTube Shorts

Rates on request