

# HR Manifesto



© HR MANIFESTO  
MEDIA KIT



## LEIGH ELENA HENDERSON

With nearly 20 years in Corporate America supporting a handful of Fortune 100 companies as a Human Resources (HR) executive, Leigh devotes her time to social media content creation, brand promotion, writing, and helping companies not suck through her HR expertise. Leigh is also the Founder and CEO of HRManifesto, LLC.

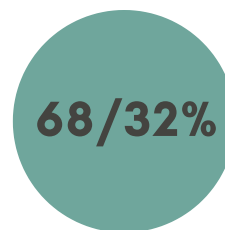
## THE HRMANIFESTO STORY

HRManifesto was born on TikTok June 2021 as a creative outlet for Leigh to test content while she pens her no BS toxic workplace survival guide. Focused on sharing tragic work realities and approachable coaching through inspired story telling, the goal of HRManifesto is to unify followers around the shared human experience of work and help others maximize their professional success.

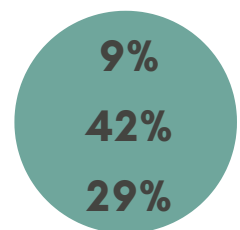
## TIKTOK STATISTICS



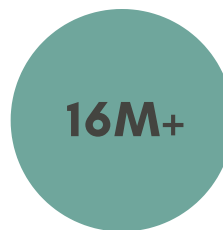
total views  
since inception



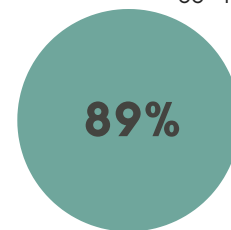
female / male  
followers



18-24 age range  
25-34 age range  
35-44 age range



total likes



US following

## SOCIAL MEDIA FOLLOWINGS



660K



32K



190K



3K



20K

## SERVICES

Brand Promotions / Sponsorships  
(HR / Business / Travel / Lifestyle)  
Appearances / Events / Speaking  
Writing / Expert Opinion  
Voice / Acting

## SIGNATURE STANDOUTS

Corporate POVs / Toxic Workplace Survival  
"HR Approvals" / Work Wishes  
Unique "ASMR" Voice



## SOCIAL MEDIA

### TIKTOK

<https://www.tiktok.com/@hrmanifesto>

### LINKEDIN

<https://www.linkedin.com/in/leighelena>

### YOUTUBE

<https://www.youtube.com/c/hrmanifesto>

### INSTAGRAM

<https://www.instagram.com/hrmanifesto/>

### THREADS

[www.threads.net/@hrmanifesto](http://www.threads.net/@hrmanifesto)

## CONTACT

### EMAIL

[hrmanifesto@gmail.com](mailto:hrmanifesto@gmail.com)

### SOCIAL

@HRManifesto

### WEBSITE

[www.hrmanifesto.com](http://www.hrmanifesto.com)









