

HEYSHANTAQ

COMMERCIAL PARTNERSHIP
PORTFOLIO 2026

2 BILLION PLATFORM REACH

*I don't just create content.
I drive revenue.*



**\$1.27M+ GMV
ANNUAL
COMMERCE**

5% CONVERSION
RATE

\$162K+
MONTHLY
COMMERCE
IMPACT

4.26M+ TOTAL FOLLOWERS

DR. SHANTAQUILLETTE DEVELLE

FOUNDER & CEO, QUIDDITY MEDIA & ENTERTAINMENT

AN AWARD-WINNING MEDIA PERSONALITY DRIVING CULTURE, CONVERSATION & COMMERCE

WHO
IS

DR.



Founder & CEO of Quiddity Media & Entertainment, Dr.

ShantaQuilette Develle is an award-winning comedian, health advocate, and media personality whose work sits at the intersection of entertainment, wellness, and commerce. As a patient advocate and cardiovascular health survivor with a background in forensic accounting and revenue analysis, she brings both lived experience and analytical rigor to her As the Creator & Executive Producer of 'The

HeyShantaQ Show,' she has built a loyal, highly engaged audience that doesn't just watch, they purchase.

Regularly booked as a keynote speaker for major conferences and brand events, Dr. Q commands stages with the same authority she brings to digital commerce.

4.26M+ TOTAL FOLLOWERS

\$1.27M+ GMV DRIVEN VIA COMMERCE

5% CONVERSION RATE

AUDIENCINSIGHTS

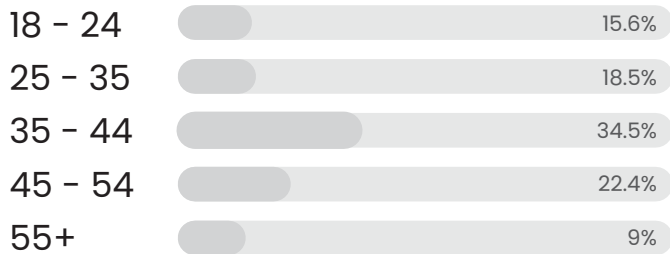
Beyond Influence: A Trusted, Purchase-Ready Community

4.26M+ Total Cross-Platform Audience

5% Average Conversion Rate

2.5x Industry Benchmark

AGE DISTRIBUTION



GENDER DISTRIBUTION

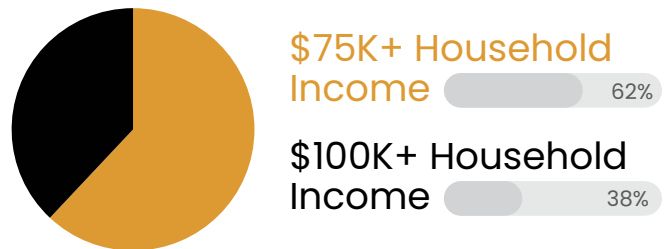


TOP MARKETS

Atlanta | Houston | Los Angeles
New York | Chicago | Dallas | DMV



INCOME LEVELS



THE “AUNTIE SHANTAQ” EFFECT:

Trusted guidance that converts

driven, value-conscious buyers

focused purchase decisions

loyal once trust is earned

recommendations across networks

COMMERCE CAPABILITIES

Beyond Awareness: **Proven Multi-Platform Sales Impact**

\$162K+

Average Monthly
Commerce

\$106K

TikTok Shop
Per Month

\$56

Secondary
E-Commerce
per Month



\$1.27M+ GMV

Driven Across Social Commerce Channels

5%

Average
Conversion Rate

2.5X

Industry
Benchmark

High Repeat Purchase Behavior



*This isn't sponsored content.
This is revenue-driving media.*

CONTENT PILLARS

Four
Strategic
Pillars That
Build Trust,
Culture,
and
Conversion

01 HEALTH ADVOCACY

Rooted in lived cardiovascular experience, patient advocacy, and backed by PhD-level expertise, this pillar delivers accessible, credible health education audiences trust and act on.

Brand Fit: Health & wellness, pharmaceutical, medical devices, FemTech, supplements, telehealth

02 COMEDY

Award-winning, purpose-driven humor that reflects real life perimenopause, relationships, aging, and modern womanhood turning entertainment into cultural relevance and organic shareability.

Brand Fit: Beauty & personal care, lifestyle, fashion, entertainment, food & beverage

03 LIFESTYLE

Authentic, multi-generational storytelling that positions “Auntie ShantaQ” as a trusted cultural connector—real life elevated, not curated perfection

Brand Fit: CPG, home & kitchen, travel & hospitality, automotive, fashion, technology

04 EMPOWERMENT

Thought leadership grounded in entrepreneurship, media innovation, and scaling businesses, informed by forensic accounting and performance analysis, positioning creators as serious operators and audiences as future leaders.

Brand Fit: Financial services, SaaS, professional development, luxury, innovation driven brands

SELECTED BRAND PARTNERS



Selected partners representing health, consumer goods, lifestyle, and culture-driven brands focused on trust, performance, and long-term impact.

AS FEATURED IN

ESSENCE

Bloomberg

Newsweek

The New York Times

Forbes

yahoo!

POLICY, GLOBAL & INSTITUTIONAL ENGAGEMENTS

Trusted Voice in Health Policy & Cultural Leadership

Dr. ShantaQuilette is a trusted voice in global, national, and institutional health conversations, regularly invited to speak, moderate, and contribute at the intersection of patient advocacy, women's health, policy, and culture.



- World Economic Forum (Panelist)
- World Heart Federation, Geneva, Switzerland (Keynote Speaker)
- Global Heart Hub, Barcelona, Spain (Keynote Speaker)
- American Heart Association (Keynote Speaker)
- G100, Bristol Myers Squibb (Keynote Speaker)
- Novartis (Keynote Speaker)
- Pfizer (Panel Moderator with Leading Cardiologists)
- LINKS National Council (Panelist)
- Women's Heart, Washington, DC (Keynote Speaker)
- Arizona State Delegation (Policy & Advocacy Speaker)

PARTNERSHIP OPPORTUNITIES

Strategic Collaborations Designed for Measurable ROI

POSITIONING STATEMENT

This is not sponsored content.

This is strategic brand partnership built for performance, longevity, and cultural relevance.

PREMIUM BRAND AMBASSADORSHIP

Long-Term Strategic Partnership (Annual)

Ideal for brands seeking category exclusivity, sustained visibility, and deep integration across all platforms and touchpoints.

SIGNATURE CAMPAIGN PARTNERSHIP

Multi-Platform Integrated Campaign (6–12 Months)

Designed for product launches, seasonal campaigns, and brands establishing long-term presence with a high-trust audience.

STRATEGIC CONTENT COLLABORATION

Focused Campaign Partnership (3–6 Months)

Built for targeted initiatives, performance testing, or strategic market entry with clear ROI objectives.

INVESTMENT RANGE

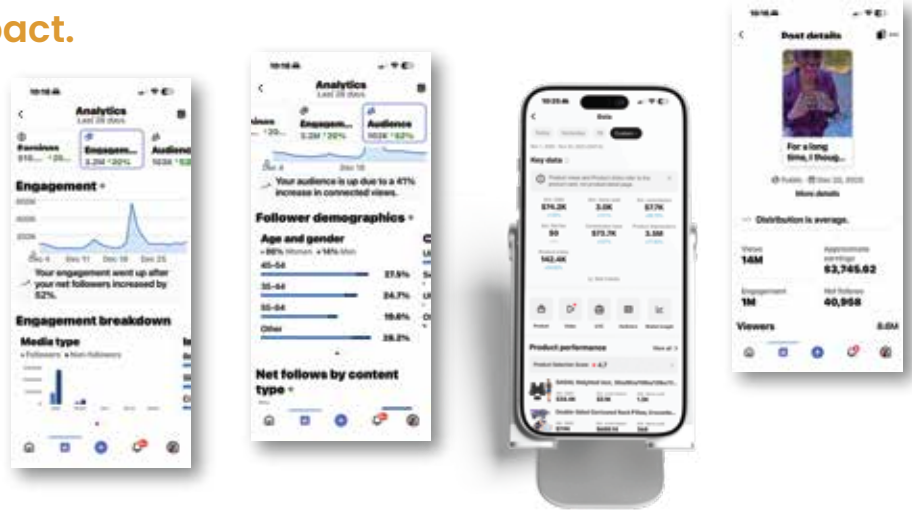
Fortune 500 Partnership Tier: \$100K–\$750K+

Pricing is customized based on scope, exclusivity, usage rights, and strategic objectives.

CASE STUDIES & PROVEN PERFORMANCE

Real Results. Measurable Impact.

Consistent
performance
across multiple
platforms



CASE STUDY: MULTI-CATEGORY COMMERCE ACTIVATION

The Challenge Demonstrate that authentic influence can consistently drive measurable commerce results across competitive product categories.

The Approach Products were integrated naturally within existing content pillars—health products within advocacy storytelling, lifestyle products within family moments, and beauty products within comedy narratives. No scripted endorsements. No forced placements.

The Results

- Sustained monthly revenue performance
- High repeat purchase behavior
- Cross-category success demonstrating versatility
- Strong audience trust translating to action

WHY IT WORKS

- Authentic product usage, not promotional scripting
- Trust built through lived experience and transparency
- Platform-native storytelling optimized for each ecosystem
- Cross-platform amplification increasing purchase frequency

THE ARTIST-LED APPROACH

Content as invitation, not interruption. Every brand integration is artist-directed, woven into the narrative and visual fabric rather than disrupting it. This trust-first approach is intentionally non-transactional: audiences feel seen and valued, not marketed to. The result is a community that returns, engages deeply, and converts repeatedly, not because they're being sold to, but because they trust the source.

LET'S BUILD IMPACT TOGETHER

Strategic brand partnerships designed for measurable growth, cultural credibility, and long-term value.

Dr. ShantaQ

FOUNDER & CEO Quiddity Media
& Entertainment



CONTACT & REPRESENTATION

Talent Management

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Press Inquiries

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PARTNERSHIPS & INVESTMENTS BEGIN AT \$20K+

Schedule a strategic partnership consultation

Request a detailed analytics and performance report

Discuss customized collaboration opportunities

Receive a tailored partnership proposal

