

A full-page background image featuring a muscular man with short brown hair and blue eyes, standing waist-deep in ocean waves. He is shirtless, wearing black swim trunks with a white stripe on the side, and is looking directly at the camera with a slight smile. The ocean is filled with white foam from the waves. In the background, the horizon is visible under a dramatic sunset sky with orange, yellow, and blue clouds. The overall mood is serene and powerful.

WAYMON HUDSON

**Storytelling that connects.
Visibility that converts.**

***Deaf Queer Creator • Music Artist
Writer • Marketing Executive***

@WaymonHudson

GROWING FAST. BUILDING SOMETHING REAL.

8M+

Cross-platform views

106K+

YouTube subscribers

1.4M+

YouTube views

36K+

TikTok followers

~80%

TikTok discovery
from non-followers

8.5K+

Instagram followers

196K+

Instagram reach
(last 90 days)

1,400+

Substack subscribers
(in under 6 months)

3.5K

Spotify monthly listeners

100K+

Spotify streams
(in under 6 months)

4.7M+

Facebook views

385K+

Facebook engagements

This isn't passive reach.

This is a multi-platform audience system designed to:





THE PROOF

I don't just believe emotional storytelling converts.

I proved it this year, professionally, with money on the line.

I lead customer communications and retention for Frontier, a Verizon company. In 2026 I ran a retention campaign built entirely on relationship-building. No discounts. No save offers. No promotional credits, in an industry that treats churn as a pricing problem and nothing else.

Run as a controlled test against a holdout, it cut churn 12%, the lowest monthly churn in two years, and retained approximately 20% more customers. It preserved full margin and customer lifetime value.

Twenty years in marketing. A 903% engagement lift. A campaign that won a controlled test against a holdout, using nothing but trust.

That is the same instinct I bring to a brand partnership. Not impressions. Content that makes someone feel something, and then act on it.



WHO I AM (AND WHY IT MATTERS)

I'm Waymon Hudson, a Deaf queer creator building a body of work that refuses to play small.

I lost my hearing as an adult. I didn't lose the need to be felt.

Everything I make now, music, memoir, horror fiction, an original queer jazz musical, and the content I build every day, is designed to land in the body, not just the feed.

That is not a marketing angle. It is how I actually work, and it is why the content connects.

I don't create noise.

I create resonance.

And that's what brands tap into: trust, connection, and content that moves people to act.

WHERE MY CONTENT LIVES

STORYTELLING ROOTED IN IDENTITY, EMOTION,
CULTURE, AND REAL LIFE.

IDENTITY

Queer visibility, Deaf advocacy, reinvention, and emotionally intelligent storytelling.

LIFESTYLE

Costa Rica, surf culture, wellness, freedom, travel, daily rituals, and grounded joy.

CREATIVE

Music, memoir, theater, horror storytelling, culture commentary, and behind-the-scenes creative life.





AN AUDIENCE THAT FEELS, FOLLOWS, & ACTS

My audience is emotionally engaged, identity-driven, and highly responsive to authentic storytelling.

AUDIENCE

25–44 dominant
Strong Gen X presence
Prime purchasing + decision-making audience

VALUES

LGBTQ+ aligned
Wellness-minded
Creative + culture-driven
Global + travel mindset
Emotionally engaged consumers

GLOBAL REACH

United States dominant
Strong Latin American reach and growing Europe and Asia audience

PLATFORM BEHAVIOR

~80% TikTok discovery via FYP
Strong non-follower reach
High engagement + profile click behavior

They don't just watch.

**They trust.
They engage.
They act.**

Majority discovery driven by non-followers across platforms.



MORE THAN A CREATOR

Most creators offer reach.
Some offer engagement.

Very few offer:

- discovery
- connection
- conversion
- ownership

I've built a multi-platform system that does all four.

From viral reach to owned audience, my content moves people through a full journey... not just a moment of attention.

This is not influencer marketing.

This is storytelling with measurable impact.

WHY THIS WORKS FOR BRANDS

Built for emotional connection, audience trust, and measurable attention.

AUDIENCE BEHAVIOR

- High non-follower discovery across platforms
- Strong emotional engagement and repeat interaction
- High profile-click and cross-platform movement

CONTENT STRENGTH

- Storytelling-first content strategy with emotionally resonant hooks
- Multi-platform adaptability across video, writing, and music
- Strong balance of discovery + audience trust

BRAND ALIGNMENT

- Wellness, self-care, travel & lifestyle
- LGBTQ+ & identity-driven brands
- Entertainment, culture, and storytelling campaigns

Most creators chase attention.

I build connection.

Connection converts.





WHAT WE CAN BUILD

I partner with brands that want more than impressions... they want impact.

Services

- Sponsored Content (Reels, TikTok, Shorts)
- Long-Term Brand Partnerships
- Creative Campaign Development
- Affiliate & Conversion Campaigns
- Cross-Platform Storytelling (Social + Substack + YouTube)
- Substack and newsletter features (owned-audience placement)
- Music-led activations (original song, live performance, or soundtrack partnership)

Key Differentiator

I don't chase trends.
I build connection... and that's what drives performance.

PARTNERSHIP INVESTMENT

Custom retainers and multi-platform campaigns available.

- Instagram Reel — starting at \$1,500
- TikTok Video — starting at \$1,500
- YouTube Integration — starting at \$3,000
- Substack Feature — starting at \$2,000
- Cross-Platform Campaign — custom
- Music-Led Activation — custom

Rates reflect current partnership availability and are reviewed quarterly.

Packages and long-term partnerships available upon request.

Custom campaign concepts and usage licensing quoted separately.

Designed for brands that value storytelling, alignment, and measurable impact.





LET'S CREATE SOMETHING WORTH PAYING ATTENTION TO



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Let's build something people actually feel.

Currently accepting select brand partnerships for 2026/27.