

A full-page background image featuring a muscular man standing waist-deep in ocean waves at sunset. The sky is filled with dramatic, golden clouds, and the water is dark with white foam from the waves. The man is shirtless, wearing black swim trunks, and looking directly at the camera with a slight smile.

WAYMON HUDSON

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

Queer Creator • Music Artist • Writer • Speaker

@WaymonHudson

GROWING FAST. BUILDING SOMETHING REAL.

107K+

YouTube subscribers

1.4M+

YouTube views

33K+

TikTok followers

2.6M+

TikTok views

7.5K+

Instagram followers

140K+

Instagram reach
(last 90 days)

4.7M+

Facebook views

385K+

Facebook engagements

1,400+

Substack subscribers
(in under 6 months)

3.5K

Spotify monthly listeners

100K+

Spotify streams
(in under 6 months)

Strong non-follower discovery and high emotional engagement across platforms.

This isn't passive reach.

This is a multi-platform audience system designed to:

- attract new audiences
- build emotional connection
- convert attention into action





WHO I AM (AND WHY IT MATTERS)

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

From Broadway-bound storytelling to music, writing, and digital content, everything I create is designed to make people feel something.

Because that's the difference:

**I don't create noise.
I create resonance.**

Online, I share real life: reinvention, creative process, and truth-telling, building an audience rooted in trust, identity, and emotional connection.

And that's what brands tap into:

- trust
- connection
- 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.

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.





LET'S BUILD SOMETHING THAT WORKS

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)

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

Cross-Platform Campaigns - Custom pricing

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.





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.



LET'S CREATE SOMETHING WORTH PAYING ATTENTION TO



collab@waymonhudson.com



waymonhudson.com



[@waymonhudson](https://www.instagram.com/waymonhudson)

Let's build something people actually feel.

Currently accepting select brand partnerships for 2026.