

XAVIER IJEWERE

Based in Orlando, Florida / Currently in Washington, DC till mid-August

Email: xaijewere@gmail.com

TikTok: @xaijewere

Instagram: @xaijewere_

CREATOR PROFILE

Growing content creator focused on lifestyle, fitness, cybersecurity, skincare, fashion, and self-improvement. Known for authentic storytelling, relatable student-life content, and a clean personal brand centered around discipline, confidence, and growth.

EDUCATION

Graduate Student – Expected Graduation: 2028

Location: Orlando, Florida (USA)

Digital Presence & Content Direction

TikTok Creator / Instagram Creator

- Creates short-form content around lifestyle, personal development, fitness and career growth
- Building a personal brand that connects student life, self-improvement, and cybersecurity
- Develops content ideas through trends, storytelling, daily routines, and relatable experiences
- Focused on consistent posting, stronger visual branding, and audience connection

Experience & Impact Highlights

- **Content Creation:** Planned and created short-form videos for TikTok and Instagram
- **Personal Branding:** Built niche content ideas across lifestyle, fitness, self-care, fashion, and cybersecurity
- **Community Connection:** Creates content for students, young adults, and people working on self-improvement
- **Storytelling:** Uses personal experiences, routines, and lessons to make content feel authentic

Skills & Strengths

- Short-form video content
- TikTok and Instagram strategy
- Trend research
- Hook and caption writing
- UGC-style product storytelling
- Fitness/lifestyle content
- Personal branding
- Audience engagement
- Cybersecurity student perspective

Why Xavier Is a Great Fit

- Relatable voice for college students and young adults

- Strong fit for lifestyle, fitness, skincare, fashion, tech, and student-focused brands
- Able to create content that feels natural, not overly scripted
- Combines creator energy with career, discipline, and self-improvement themes

Open To

- UGC content
- Campus ambassador programs
- Brand partnerships
- Product reviews
- Lifestyle campaigns
- Fitness, skincare, fashion, and tech collaborations