



MATTER MEDIA GROUP

A J A D A N G

ELECTRONIC PRESS KIT



Aja Dang embodies the beauty of balance. This actress, model, T.V. and YouTube personality is dedicated to promoting a lifestyle that creates a healthy mind, body, and soul. Across all social media platforms, Aja epitomizes the modern multifaceted woman. Generating genuine and authentic dialogue with her community, Aja addresses real life issues of finance, beauty, fitness, politics, relationships, and personal care. In doing so, Aja has created a platform that is uniquely motivational, aspirational, and sustainable.

Aja's platform spreads well beyond personal empowerment. As a champion of animal and women's rights, Aja utilizes her social media platforms to speak to issues that she is an impassioned advocate for. As an activist, Aja's passion for cruelty free products has led her to work with brands such as Glossier, Orbie, EuropeanWax, and EcoTools. Other professional projects consist of work with major brands such as Maxim Magazine, FX Networks, Fox Sports, Clever Movies, Comcast SportsNet Bay Area, Xbox Live, and the NFL.

Aja will continue to show herself as a rising voice of her community, and produce content with the authenticity and accessibility that resonates with her subscribers, who know that Aja Dang creates "A Dang Good Vlog."



YouTuber Reveals Her Struggles With Paying Nearly \$200,000 in Student Loans

June 8, 2018



"If you're in debt, just know that I'm right there with you."

Her transparency to her audience is made even more evident in a YouTube video she posted back in December in which she discussed a subject rarely talked about on social media: student loans.



Aja Dang is Getting Real About Her Student Loan Debt

June 5, 2018



This freelancer openly shared the insane amount of money she owes in student loans — and she's encouraging others to learn how to budget.

HUFFPOST

This Influencer Is Using YouTube To Speak Frankly About Student Loan Debt

May 23, 2018



Dang is a popular lifestyle vlogger with a background in broadcast journalism, having earned her bachelor's and master's degrees at private universities. Dang, who has over 260,000 subscribers on YouTube, was posting daily vlogs last December when she ended up spending one of her days figuring out how to make her student loan payment for the month.

theennekt

Aja Dang, Lifestyle Youtuber and Influencer

April 2, 2018



Encouraging, unapologetic, no bullshit.

FASHIONISTA

HOW TO MAKE YOUR OWN ALL-NATURAL LIP BALM

September 22, 2017



If you're looking for a good weekend DIY project, why not incorporate a little self-care into the mix? Beauty and wellness blogger Aja Dang's video tutorial for a homemade all-natural lip balm takes 20 minutes, max. And it yields a big tub of hydrating lip balm — which Dang also notes that she uses it on her cuticles, as a hand cream and even as an eye cream.

BUSINESS INQUIRIES

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