

Jobina Fortson-Evans

JOURNALIST + HOST + CONTENT CREATOR



ABOUT:

Jobina Fortson-Evans is an Emmy award-winning journalist and television host. She is based in Atlanta, GA and currently hosts a lifestyle show called 'ATL Live' on CBS. Jobina has been to every continent except Antarctica. With a vibrant personality, Jobina loves meeting new people and discovering the best spots to eat, shop, and explore worldwide. Her mission is to inspire her audience to travel, try new things, and embrace fresh perspectives.

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Jobina's INSIGHTS

"Jobina is considered a micro-influencer with a highly engaged audience"

Jobina has gained an incredibly diverse audience working as an award-winning journalist all over the U.S. Viewers trust Jobina as their reliable news source. They turn to her not just for travel updates, but for diverse content covering pop culture, local community events, fashion, politics and beyond. Jobina's audience seeks authenticity and believes in the importance of representation.



INSTAGRAM:

30,000+ monthly impressions



5,800+ followers



AGE GROUPS:

32% 25-34

19% 45-54

29% 35-44

11% 55-64



GENDER:

69.5% Female

30.5% Male



TOP CITIES:

19% Oakland

10% San Francisco

8% Atlanta



ATLANTA:

Jobina hosts ATL Live which broadcasts on CBS to ~3 million households throughout the market

Case study



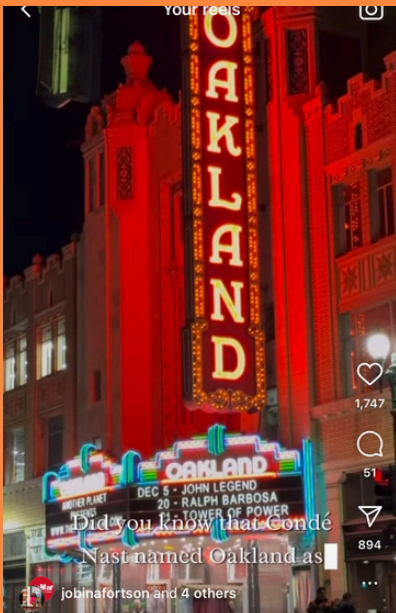
RESTAURANT WEEK

33,000+ VIEWS

1,740+ LIKES

890+ SHARES

50+ COMMENTS



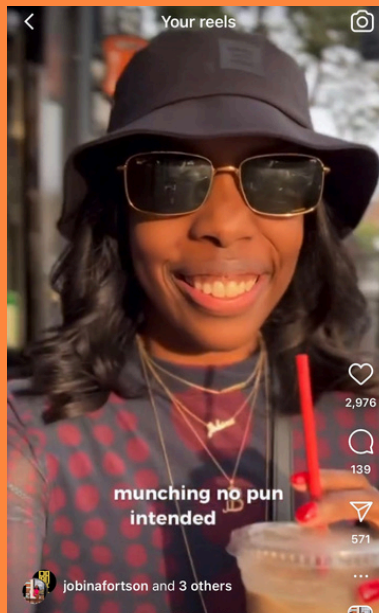
A DAY IN OAKLAND

67,000+ VIEWS

4,670+ LIKES

970+ SHARES

200+ COMMENTS



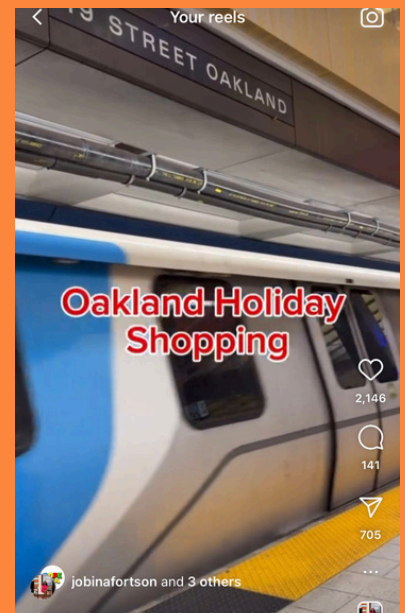
HOLIDAY SHOPPING

49,000+ VIEWS

2,140+ LIKES

700+ SHARES

140+ COMMENTS



Jobina's partnership with *Visit Oakland*

Jobina partnered with Visit Oakland to bring awareness to the city's restaurant week, holiday shopping and cultural scene.

DELIVERABLES :

3 INSTAGRAM REELS + CROSS POSTED ON TIK TOK

6 INSTAGRAM STORIES PER DAY

1 CAROUSEL POST



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Case study continued...

PRESENTING FOR VISIT OAKLAND



CONNECTING WITH CONTENT CREATORS AND JOURNALISTS



WHEN RESULTS CREATE NEW OPPORTUNITIES:

As a result of Jobina's impressive work during her first collaboration with Visit Oakland, the organization hired her to represent Visit Oakland at the Visit California media dinner in Atlanta, GA. Jobina represented Oakland, CA, pitching the city to fellow content creators and journalists. Her efforts resulted in 13 creators and journalists planning to produce content about Oakland in 2025.

JOBINA WITH VISIT CALIFORNIA DELEGATION



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