Based in Chattanooga, Tennessee, Designing Vibes is the product of Erica Van Slyke's passion for interior design and DIY home improvement. In 2009, Erica received a Bachelor of Arts in Communication from the University of Tennessee. Working as a Marketing professional for almost ten years, Erica finds her extensive knowledge of copywriting, SEO, web design, and email marketing a critical factor in the fast-growing success of her relatively young blogging career.

Her design work, DIY projects, and photography have been featured in Better Homes and Gardens Magazine, Today.com, Apartment Therapy, Domino Magazine, BobVila.com, Hunker, Lonny, Hometalk, Remodelaholic, Dwellinggawker, and Cityscape Magazine. In 2017 and 2018, Erica was named “BHG Stylemaker” by Better Home and Gardens Magazine—an honor which recognizes top influencers in fashion, design, and culinary arts.

Brands partnering with Erica will not only attain visually appealing and aesthetically “current” content, they will also receive high-quality photography, search engine optimized copy, and strategic email distribution. Unlike social media influencers, whose content is essentially lost an hour after posting to Instagram or Facebook, Erica’s SEO-savvy approach produces sustainable content that will increasingly generate traffic for years to come.

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**FEATURES**

- Better Homes & Gardens Magazine
- Today Show
- BuzzFeed
- Domino Magazine
- Lonny Magazine
- Apartment Therapy
- Cityscape Magazine

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**DEMOGRAPHICS**

- 82.4% Female
- 55.8% Age 25-44
- 87% Lives in the US

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**TOTAL MONTHLY REACH**

- 6.9 Million+
- 197,614+
- 151,104+
- 133,729+

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**USERS**

- Pinterest: 1.9K Followers
- Instagram: 3.5K Followers
- Facebook: 6.7 Million Reach