

# Media Kit



**1M+**  
SUBSCRIBERS  
@odettarockheadkerr



**39K+**  
FOLLOWERS  
@odettarockheadkerr



**11K+**  
FOLLOWERS  
@odettarockheadkerr



**8K+**  
FOLLOWERS  
@odettarockhead



**9K+**  
MEMBERS  
@odettarockheadkerr

# Odetta Rockhead Kerr

ENTREPRENEUR

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[odettarockheadkerr@goffahglobal.com](mailto:odettarockheadkerr@goffahglobal.com)  
EA - [aaliyahcampbell@goffahglobal.com](mailto:aaliyahcampbell@goffahglobal.com)  
Brand Manager: [buildbossbrands@gmail.com](mailto:buildbossbrands@gmail.com)

# 2024

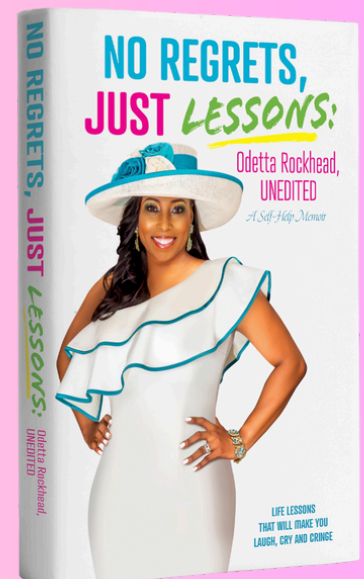


# About Me



Envision a vibrant mix of creative leadership, courageous decision-making, and genuine enthusiasm for nurturing potential. Presenting Odetta Rockhead-Kerr – an inspirational leader whose quarter-century journey in leadership has been marked by transforming companies and enriching lives.

Odetta, who remarkably climbed to the position of vice president at the US Fortune 500 company Xerox at the young age of 25, despite not graduating from high school, dropping out of college upon her first enrollment, and facing the challenges of teenage pregnancy twice by the age of 17, is dedicated to empowering others to realize their fullest potential. Her journey exemplifies overcoming seemingly insurmountable obstacles, and she is passionate about guiding others to do the same. Through her profoundly candid and emotionally impactful self-help memoir, "No Regrets, Just Lessons: Odetta Rockhead, UNEDITED," she aims to transform lives by fostering a shift in mindset. Odetta extends her inspirational message via social media and public speaking, driven by a mission to impact as many lives as possible through the power of positive thinking.



Odetta retired from her corporate career at age 42 to devote herself to her entrepreneurial ventures and personal brand. She launched the Rockstar Academy on YouTube, a platform she created to ignite a movement towards financial independence through changing one's mindset. In just over a year, her channel attracted 900,000 subscribers, a testament to her compelling message and engaging content. Odetta's influence is further amplified by her coaching services, offered to the more than 9,000 members of her online Rockstar Club, which spans Patreon, YouTube Membership, and personalized one-on-one coaching sessions, solidifying her role as a mentor and guide for those seeking to reshape their lives and financial futures.

Odetta's dynamic range is her hallmark—she excels in multiple roles, seamlessly transitioning from being a dedicated mother and wife, to a successful author, a prominent executive on major corporate boards, a justice of the peace, an entrepreneur, a mindset coach, and a philanthropist. She holds both graduate and post-graduate qualifications in Business Administration, with a specialization in Marketing, underscoring her expertise and multifaceted capabilities.

# Rockstar Academy

PERSONAL FINANCE  
EDUCATION CHANNEL

Channel: @odettarockheadkerr

Channel Name: Rockstar Academy



## ABOUT THE ROCKSTAR ACADEMY

The mission of the Rockstar Academy YouTube channel is to transform lives by shifting mindsets, thereby enabling individuals to reach and unlock their full potential. Odetta's goal is to inspire and empower her audience, fostering a drive towards financial stability and peace of mind through a creative, accessible approach to content creation. Additionally, she offers support through Rockstar Grants of up to \$50K monthly, along with access to complimentary tools and resources via her membership club.

Total  
Subscribers

1M+

Total  
Views

40M+

Engagement  
Rate

8%

Average View  
Duration

6 MINS

## DEMOGRAPHICS & ANALYTICS



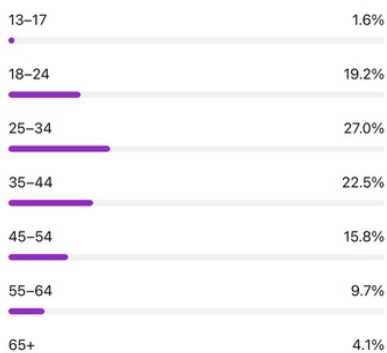
### Gender

Last 28 days - Views



### Age

Last 28 days - Views

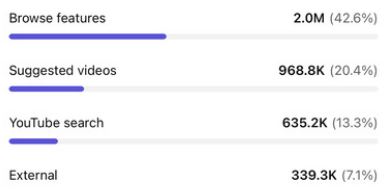


### How viewers find your videos

60 MIN 48 HRS 7D 28D 90D 365D

30 Nov 2023 - 27 Feb 2024

Views



### Watch time from subscribers

Watch time (hours) - Last 28 days



\$51.31

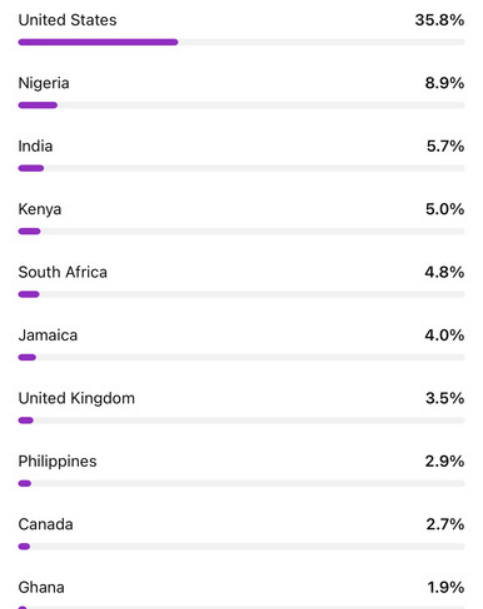
Playback-based cost for every 1K views (CPM)

Impressions click-through rate

6.0%



### Viewer Geography

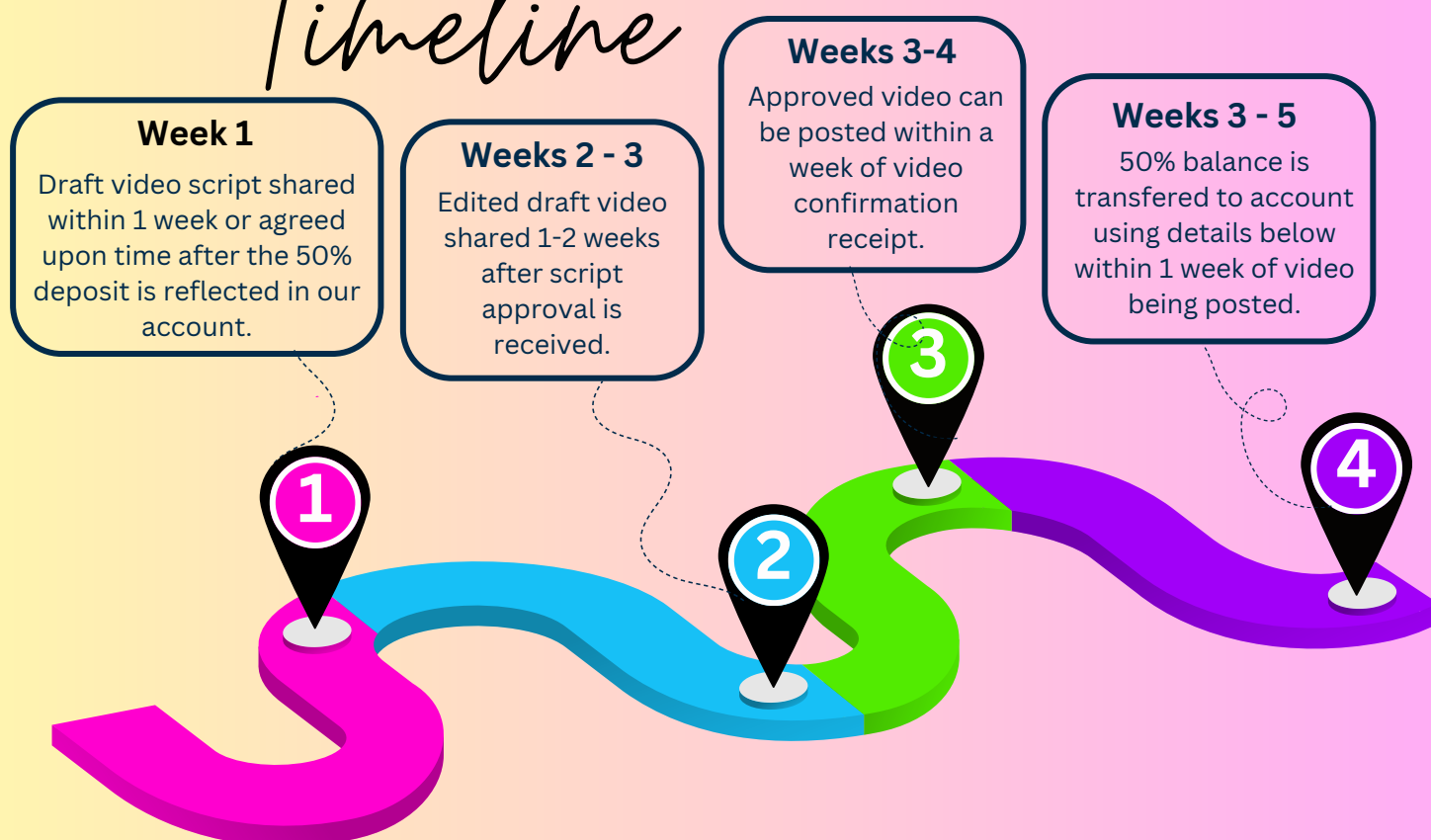


# SERVICES & RATES

SERVICE	RATE PER SINGLE VIDEO	3+ VIDEOS RATE PER VIDEO	6+ VIDEOS RATE PER VIDEO	12 VIDEOS RATE PER VIDEO
1-4 MINUTE VIDEO INTEGRATION	\$3K - \$5K	\$3K	\$2.5K	\$2K
DEDICATED VIDEO	\$7K - \$10K	\$6K	\$5.5K	\$5K
FREQUENCY	TBD	TBD	TBD	1-2 VIDEOS POSTED PER MONTH
AFFILIATE INCOME	OPTIONAL	SUGGESTED IF APPLICABLE	SUGGESTED IF APPLICABLE	SUGGESTED IF APPLICABLE
DEPOSIT	50%	50% OF COST FOR 3 VIDEOS	50% OF COST FOR 3 VIDEOS	50% OF COST FOR 3 VIDEOS
BALANCE	PAID WITHIN 5 DAYS OF POST	PAID WITHIN 5 DAYS OF POST	PAID WITHIN 5 DAYS OF POST	PAID WITHIN 5 DAYS OF POST

For all collaborations, a 50% deposit is required upfront. The remaining 50% balance must be settled in our account within one week of the posting date. Please note that PayPal payments will incur a 5% processing fee. Therefore, an additional 5% should be added to the total amount being transferred. Similarly, Payoneer payments will attract a 2.5% fee, which should also be added to all transfers to cover processing costs..

## VIDEO OR POST *Timeline*



# PAYMENT TRANSFER DETAILS

PAYMENT DETAILS	BANK ACCOUNT	PAYONEER WILL ATTRACT 2.5% FEE	PAYPAL WILL ATTRACT 5% FEE
ACCOUNT NAME	Vanquish Incorporated Limited	Odetta Rockhead	Vanquish Incorporated Limited / Odetta Rockhead
ACCOUNT TYPE	USD Saving	USD Checking	USD Business
ACCOUNT NUMBER	1002262472	4021534932635	odettakerr@gmail.com
BANK / PAYMENT PLATFORM NAME	First Caribbean International (CIBC)	Payoneer	PayPal
BRANCH	Liguanea	NA	NA
SWIFT CODE OR ROUTING (ABA)	SWIFT FCIBJMKN	ROUTING (ABA) 061120084	NA
CORRESPONDENT BANK & CODE	Wells Fargo, New York SWIFT Code: CHASDEFX	First Century Bank Bank Address: 525 Federal Street Bluefield, WV-Bluefield, USA	NA



## SHIPPING CARD

Address :

Odetta Rockhead Kerr  
5831 HALLANDALE BEACH BLVD  
WEST PARK, FL 33023-5243  
United States

# MOST VIEWED VIDEO ANALYTICS



**16 Websites Where Rich Or Kind People Literally Give Away Free Money**  
3.1M views · 8 months ago



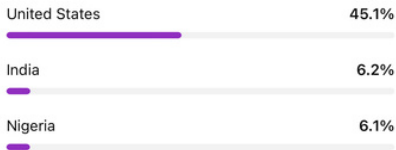
**Free & Easy: Step-by-Step Guide to Earning \$300 a Day With Google - Make Money Online**  
2.4M views · 7 months ago



**Top 15 Companies Always Hiring Work From Home Jobs Worldwide (With Great Pay)**  
2.1M views · 1 year ago

## Top geographies

Views · Since published



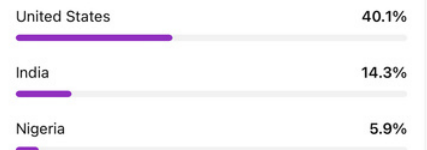
## Top geographies

Views · Since published



## Top geographies

Views · Since published



## Age

Since published · Views



## Age

Since published · Views



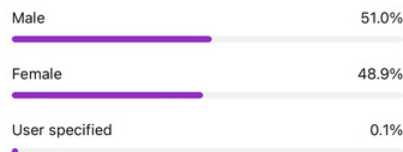
## Age

Since published · Views



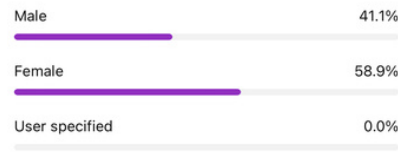
## Gender

Since published · Views



## Gender

Since published · Views



## Gender

Since published · Views



## Estimated revenue

**US\$85K**



## Estimated revenue

**US\$40K**



## Estimated revenue

**US\$48K**



**US\$51.42**

Playback-based cost for every 1K views (CPM)

**US\$30.73**

Playback-based cost for every 1K views (CPM)

**US\$45.89**

Playback-based cost for every 1K views (CPM)

## Watch time from subscribers

Watch time (hours) · Since published



## Watch time from subscribers

Watch time (hours) · Since published



## Watch time from subscribers

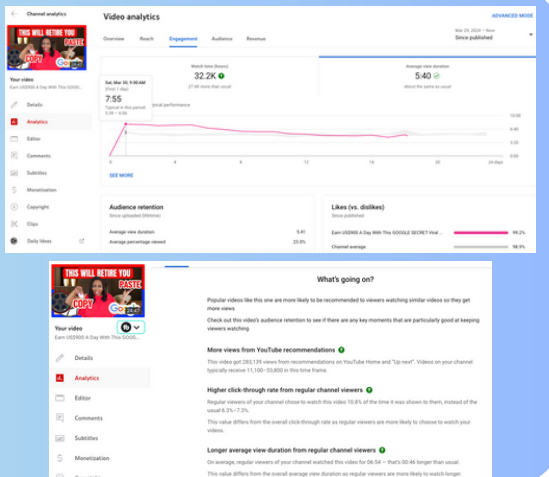
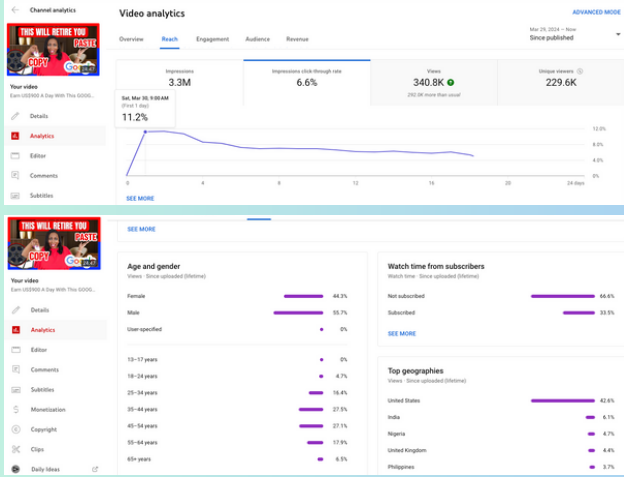
Watch time (hours) · Since published



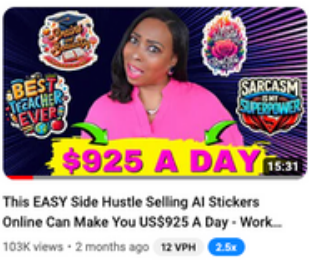
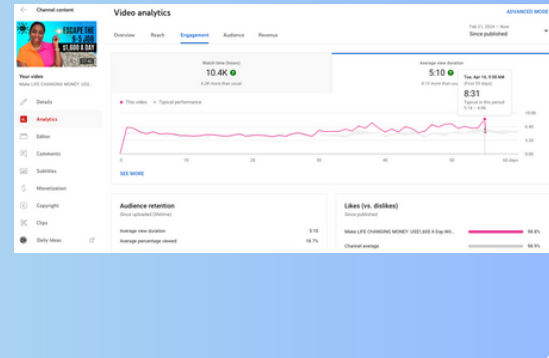
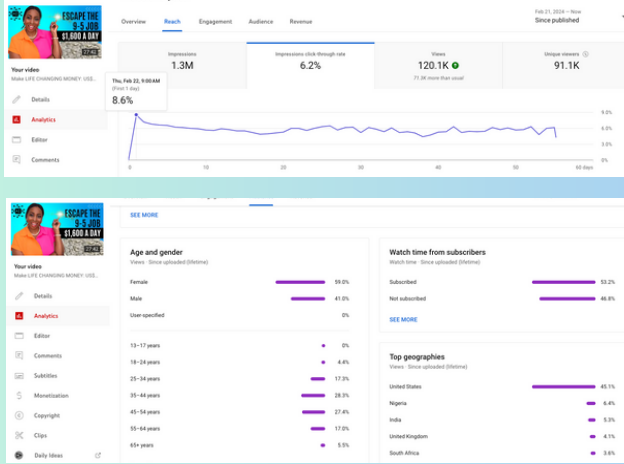
# RECENT COLLAB VIDEO ANALYTICS



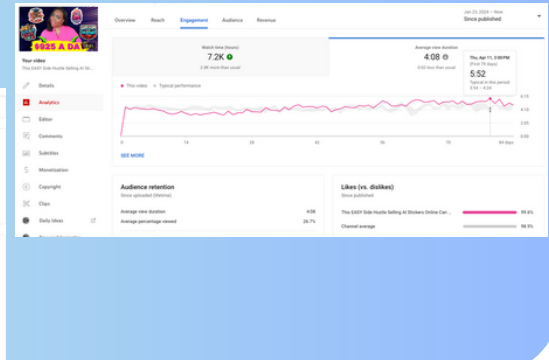
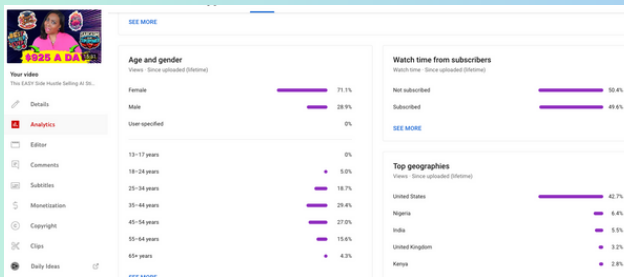
**Earn US\$900 A Day With This GOOGLE SECRET Viral Faceless Video Method: QUIT...**  
339K views • 2 weeks ago • 939 VPH • 8.1x



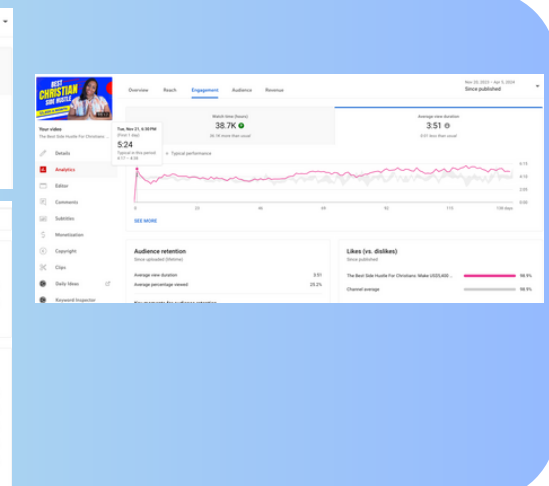
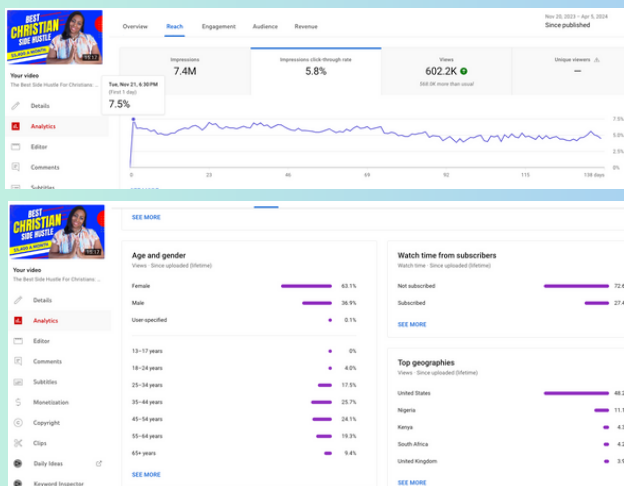
**Make LIFE CHANGING MONEY: US\$1,600 A Day With AI Magic & Activate 5 PASSIVE...**  
120K views • 1 month ago • 18 VPH • 2.9x



**This EASY Side Hustle Selling AI Stickers Online Can Make You US\$925 A Day - Work...**  
103K views • 2 months ago • 12 VPH • 2.5x



**The Best Side Hustle For Christians: Make US\$5,400 In A Month Online Worldwide**  
602K views • 4 months ago • 23 VPH • 15x





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## Thank You For Considering Us

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Brand Manager: [buildbossbrands@gmail.com](mailto:buildbossbrands@gmail.com)