

# Media Kit

Woman Scorned

AUTHOR | ENTREPRENEUR

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# About Me

Simmara Fletcher is a Jamaican author and entrepreneur, known for her bold, emotionally raw storytelling and strong personal brand. As the voice behind *Woman Scorned*, she connects deeply with women navigating healing, growth, and self-discovery after toxic relationships.

Her content blends vulnerability, confidence, and transformation and creates a space where her audience feels seen, understood, and empowered.

Beyond writing, Simmara is the founder of multiple brands, using her platform to inspire, influence, and build meaningful connections with her audience.



## PRIMARY AUDIENCE:

Women focused on healing & self-growth



## AUDIENCE REACH:

Jamaica | US | CA | UK



## CONTENT STYLE:

Storytelling | Reels | Lifestyle



## ENGAGEMENT:

Consistent audience interaction

# About The Brand

Simmara's brand is centered around authenticity, growth, and feminine power.

Through storytelling, lifestyle content, and personal experiences, she has built an engaged audience that values honesty, confidence, and real-life transformation.

Her platform is ideal for brands looking to connect with women who are evolving, self-aware, and invested in their personal development, beauty, and lifestyle.

She creates content that feels natural, relatable, and impactful—making brand collaborations feel genuine rather than forced.