

Hello, I'm

Astra Hefta

DIY • HOME DECOR • LIFESTYLE CREATOR

@ATHOMEWITHASTRA



About Me!

I create inspiring DIY, home improvement, and interior design content that helps homeowners confidently transform their spaces. My audience trusts my recommendations because every project is authentic, approachable, and designed to inspire action.

From room makeovers and furniture styling to DIY tutorials and product demonstrations, I create high-quality content that showcases brands naturally while driving engagement, building trust, and influencing purchasing decisions.

As a former Brand Ambassador for American Farmhouse Style Magazine and a trusted partner of over 100 brands, I understand how to produce content that feels genuine while delivering measurable value for brand partners.

Past Brand Partners:



SHERWIN
WILLIAMS



Ashley
HOMESTORE

JCPenney



Walmart

COST PLUS
WORLD MARKET

Shark



HART



solo stove

@ATHOMEWITHASTRA

ASTRA HEFTA

DIY, HOME DECOR, AND LIFESTYLE INFLUENCER

@AtHomeWithAstra



SOCIAL

SOCIAL

94K

INSTAGRAM FOLLOWERS

100K

MONTHLY IMPRESSIONS

4 %

ENGAGEMENT RATE

100+

BRAND PARTNERS

35K

TIKTOK FOLLOWERS

19K

THREADS FOLLOWERS

MY CONTENT COMBINES AUTHENTIC STORYTELLING WITH STRATEGIC PRODUCT INTEGRATION TO CREATE CAMPAIGNS THAT INSPIRE TRUST, ENCOURAGE ENGAGEMENT, AND INFLUENCE PURCHASING DECISIONS.

AUDIENCE

MY AUDIENCE CONSISTS PRIMARILY OF WOMEN AGES 25-44 WHO ARE PASSIONATE ABOUT DIY, HOME DÉCOR, ORGANIZATION, HOME IMPROVEMENT, AND CREATING BEAUTIFUL, FUNCTIONAL SPACES.



WHY BRANDS PARTNER WITH @ATHOMEWITHASTRA

- ✓ AUTHENTIC DIY TUTORIALS
- ✓ HIGH-QUALITY LIFESTYLE PHOTOGRAPHY
- ✓ EVERGREEN PINTEREST-WORTHY CONTENT
- ✓ TRUSTED PRODUCT RECOMMENDATIONS
- ✓ PROFESSIONAL COMMUNICATION
- ✓ FAST TURNAROUND TIMES
- ✓ UGC AVAILABLE
- ✓ LICENSED CONTENT AVAILABLE

Collaboration Options

- Sponsored Content
- Product Photography
- DIY Tutorials
- Multi-Platform Campaigns
- Long-Term Brand Partnerships
- Custom Packages Available

CUSTOM PROPOSALS ARE TAILORED TO EACH CAMPAIGN'S GOALS, DELIVERABLES, USAGE RIGHTS, AND TIMELINE.

CONTACT



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