

CASSANDRA ROSE COOPER

CONTENT CREATOR • BLOGGER • INFLUENCER • PUBLISHED MODEL



ABOUT

Cassandra is a mother of four, thyroid cancer survivor, NICU twin mom, and self proclaimed “momcologist” ever since her son was diagnosed with leukemia in 2020.

Her family’s persistent health trials have shaped her into a trusted influencer relating to family’s all around the US and the world with similar struggles.

She shares openly about raising awareness for these important issues while sharing all of life’s in-betweens.

She is active in her community and has built and leads a network of influencers in Albuquerque NM and works to connect them with brands and actively supports multiple local NM businesses through events and social media collaborations.

She has partnered and works closely with multiple local and nation wide nonprofit organizations including Make A Wish Foundation, Camp Enchantment NM, NM Dream Center and more.

Cassandra has a reputation of producing a combination of high quality and relatable content and is a professional photographer. She has worked as a photographer and print model for businesses all over. Her family can be seen on the cover of Albuquerque City Lifestyle Magazine’s August issue for 2023. She has multiple publications in ABQ Wedding Collective Magazine and has been named in ABQ The Magazine’s “Social Media Stars of ABQ” for February issue 2024.

STATISTICS + DEMOGRAPHICS

GENDER:	LOCATIONS:	AGES:
MALE 11.8%	U.S: 65.2%	25-34: 39.7%
FEMALE 88.1%	UK: 2.8%	35-44: 24.4%
		18-24: 17.8%

Top 5 Best Influencer Albuquerque, New Mexico



45K

ACCOUNTS REACHED (90 DAYS)

28K

ACCOUNTS REACHED (MONTHLY)

14K

ACCOUNTS REACHED (14 DAYS)



26.5K



1.3K



73



1375

SOCIAL MEDIA PLATFORMS



BRANDS I'VE PARTNERED WITH

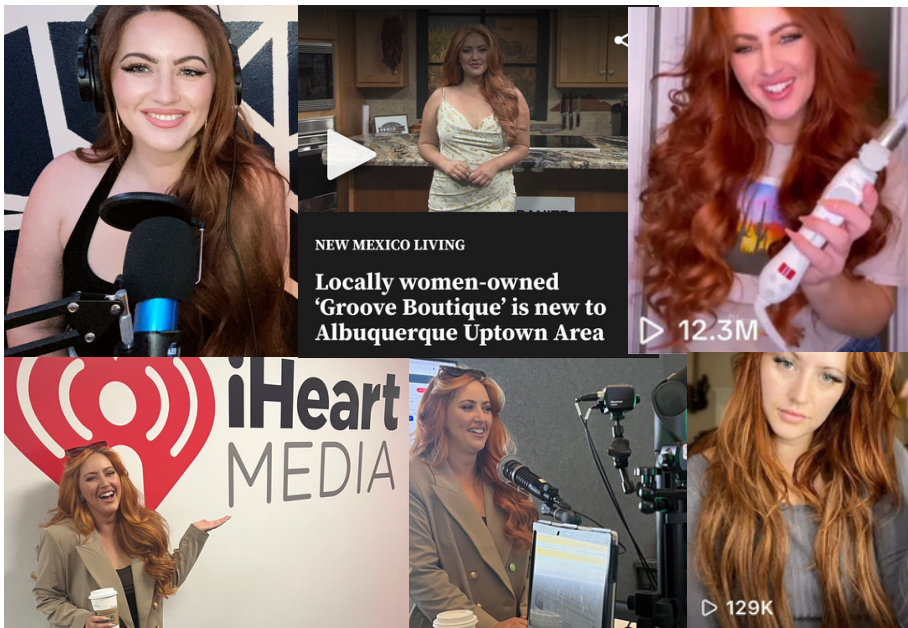
MAVERICKS OF SANTA FE
 SMITHS FOOD & DRUG
 HELLO FRESH
 JURASSIC QUEST
 DUNKIN'
 CLAIROL
 EXPRESS
 SPIRIT AIRLINES
 SAWMILL MARKET ABQ

GROOVE BOUTIQUE
 SEPHORA
 BEACHWAVER
 DONNA BELLA HAIR
 SIGN OF THE PAMPERED
 MAIDEN BOUTIQUE
 SALLY BEAUTY SUPPLY
 TRENDZ BEAUTY
 GOOD AMERICAN

GOLDUST NAIL LOUNGE
 SOAR WELLNESS MEDSPA
 FLYING TOMATO CLOTHING
 FABLETICS
 JUNGLE JAM ABQ
 MARIPOSA/DR HORTON HOMES
 SOUTHWEST STATEMENTS JEWELRY
 ...AND MANY MORE!

AS SEEN IN

COVER OF ALBUQUERQUE CITY
 LIFESTYLE MAGAZINE
 ALBUQUERQUE THE MAGAZINE
 VIRAL VIDEOS/ADS (HIGHEST
 12.3MILLION VIEWS)
 JTR 100.3 The Peak
 ALBUQUERQUE JOURNAL
 KRQE NEWS CHANNEL 13
 MOM SCOUTS SHOW ON TELLABQ
 MARIPOSA MERKETING PROMO
 HUMANCLUB PODCAST
 ABQ WEDDING
 COLLECTIVE MAGAZINE



SOCIAL

INSTAGRAM STORY WITH BUSINESS TAG

- Average insights 400-1,200 views per story

UGC/CONTENT CREATION: UPON REQUEST

RECOMMENDED - IG REEL / TIKTOK

OTHER

PROFESSIONAL PHOTOSHOOT

OPPORTUNITIES FOR YOUR BUSINESS: UPON REQUEST

MODEL ONLY: UPON REQUEST

albuquerque

THE MAGAZINE

FEATURED IN FEBRUARY 2024 ISSUE

“SOCIAL MEDIA STARS OF ABQ”

AS SEEN IN **albuquerque** THE MAGAZINE



FOLLOWERS

f 1.3K @ 26K d 1.3K

AGE: 29 **DAY JOB:** SOCIAL MEDIA MANAGEMENT/MODELING, AND REAL ESTATE. **PLATFORMS:** INSTAGRAM, TIKTOK, YOUTUBE, FACEBOOK **FIRST POST:** MYSPACE, ABOUT 2007 OR 2008. **POST MANAGEMENT:** I MANAGE MY OWN PLATFORMS. **TIME SPENT POSTING:** AT LEAST 40 HOURS A WEEK. HAVE YOU EVER HEARD THE JOKE, WHEN YOU WORK FOR YOURSELF YOU WORK 24/7? **REVENUE EARNED:** IT'S GROWING EVERY YEAR, BUT SINCE 2021 AROUND \$50,000. **HOW OFTEN ARE YOU RECOGNIZED?** NOT EVERY DAY, BUT IT ALWAYS MAKES MY DAY WHEN PEOPLE COME UP AND TELL ME THEY'VE BEEN FOLLOWING AND ENJOY MY CONTENT. **FAVORITE POST:** THE POST WHERE I TALKED ABOUT MY SON LINCOLN'S FINAL CHEMO TREATMENT. **WHO I FOLLOW:** I REALLY LOVE FUNNY CREATORS LIKE @TREYKENNEDY, AND I'M INSPIRED BY @MARINAWPHOTO AND @MADIPREW, PLUS BEAUTY INFLUENCERS LIKE @CHLOEMORELLO, @THEBIRDSPAPAYA AND @CARLIBEL.

CASSANDRA ROSE COOPER

TAPPING INTO SOCIAL MEDIA HELPED HER (AND HER HUSBAND AND KIDS) SURVIVE THE CHALLENGES

Even Rose Cooper admits that life has thrown so many difficulties at her and her family that it almost seems unreal. Her premature twin boys spent their first three months in the intensive care unit. A few months after the family all returned to their Rio Rancho home, Rose Cooper was diagnosed with thyroid cancer. Then exactly a year later, during Covid, her oldest son, Lincoln, was diagnosed with leukemia.

"It sounds so made-up, I know," says Rose Cooper, laughing. "At that time, I struggled, like 'What does the Lord have for me?' and 'What am I supposed to do here?'" Turns out, the answer was in her hand. "I got on my phone and I got on my (social media), and I was very honest and transparent. I posted, 'I don't know if I'm supposed to be sharing this. This is a lot. I don't know what to do,'" says Rose Cooper.

Posting and reflecting helped her get through it all, she says. And as the audience grew, the family healed, right up to Lincoln's completed leukemia treatment in 2022.

Along the way, Rose Cooper's online audience grew and grew, to the point where, without her really knowing it, she became an influencer. After everyone in her family returned to full health, she transitioned her posts to include health, fashion, and beauty, plus charities and causes related to their collective journey.

"Everyone just made me feel so loved and like I was surrounded with a community that cared," says Rose Cooper. "So, I just want to keep that going."

MORE CONTENT AUDIENCE:

So, after I went through all the posting about the boys, it was like I had this following that I just feel is so genuine. They had followed me because of all the (health) stuff that had happened, but then I sort of started to branch out, doing creative posts on hair and makeup. And so followers that have come in more recent years, they almost kind of have to learn about the past to connect with me, in a way.

JUGGLING THE INFLUENCE:

There's two arms to this, right? There's the personal side, and there's the business side. And I didn't know the business side existed for the longest time, but without the personal, the business side doesn't exist. So, I try to move with integrity and be authentic, and I don't share about anything that I don't really believe in. The main goal has always been to bring awareness.

WINS FOR CHARITY, TOO:

This whole journey has led me to helping with so many great causes. I sit on the committee of the Make-A-Wish Gala, called Wine & Wishes. Lincoln went through the entire Make-A-Wish journey, so we have a whole family over there. I'm also on the board of Camp Enchantment, a local camp for kids who had or have cancer. I try to use my audience to help them wherever I can, and the bigger I can be, the more I can help. The stuff on my pages with beauty, fashion and photo shoots, that's kind of filler for what's more important. I won't lie, I love doing that stuff, but that's not the end goal.

THE GENESIS:

I never went into social media on purpose. I always say that my social media journey was born when my twins were born, and so through their journey I was never alone, because I had so much support. I ended up copying and pasting text updates all the time, because everyone was asking 'What can I do for you?' It was all on Facebook, I didn't even have Instagram back then.

I had online were all related to my kids. Baby bottles and toys and, I think, there was even a baby rattle. They saw my posts and sent me products.

THE AMATEUR PHOTOGRAPHER:

My love for photography came before I started influencing. When my oldest daughter, Leia, was a baby I would make her a tutu and set up a backdrop with a blanket and photograph her, just for me, not even to post. I think being a creator really is in my blood.

MARKETING OPPORTUNITIES:

It kind of just happened slowly and organically. For example, the first partnerships

wedding COLLECTIVE

new mexico

ALBUQUERQUE THE MAG TOP 5 INFLUENCERS 2022-2023

Heirloom JEWELRY

Southwest Statements
southweststatements.com

Make your wedding day truly unforgettable by infusing it with the vibrant charm of New Mexico, a celebration that embodies the essence of your love story. Southwest Statements specializes in capturing the essence of New Mexico's rich culture and heritage through one-of-a-kind jewelry. They are dedicated to helping couples create a wedding day reflective of their personal style and story.

Southwest Statements believe the most memorable moments are often found in the smallest details. Instead of following fleeting trends, they encourage couples to focus on what truly matters to them, their marriage, and their culture. By incorporating these meaningful elements, couples can create a wedding day that is a true reflection of their love story. Whether it's incorporating traditional symbols, colors, or incorporating heirloom pieces that hold



sentimental value, Southwest Statements can guide you in finding the perfect jewelry that captures your unique essence.

To make the celebration truly reflective of who you are as a couple, embrace the moment and make the most of your first day as a married couple. Planning a wedding can be overwhelming, but by prioritizing what truly resonates with you and your partner, you can curate an unforgettable experience. With Southwest Statements, you can find exquisite jewelry pieces that not only add a touch of elegance but also embody the vibrant spirit of New Mexico. These

authentic and one-of-a-kind jewelry pieces can become cherished heirlooms, passed down from generation to generation.

Southwest Statements takes pride in their commitment to providing unique products and services that add a distinctive touch to weddings. Their collection showcases a wide range of stunning jewelry options that seamlessly blend New Mexico's cultural heritage with modern design. Whether it's a beautifully crafted necklace, a pair of earrings, or a custom-made piece, each creation exudes a sense of authenticity



and brings a piece of New Mexico's enchantment.

By choosing Southwest Statements, couples can enhance their wedding experience with timeless and meaningful jewelry that reflects their love, their connection to New Mexico, and their commitment to celebrating their unique journey. Allow Southwest Statements to be your guide in creating a wedding day filled with personal touches and unforgettable moments.

With Southwest Statements, your wedding day will shine with the beauty of New Mexico's rich culture, creating a truly remarkable and bespoke celebration.

Draw: ABQ Bridal Boutique
Floral: La Casetta Flower Shop by Georgette
Model: Cassandra Rose Cooper



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TAYLOR BAYNE PHOTOGRAPHY

VEILS AND COCKTAILS

MAY 9 | 6-8 PM

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TABLE
MAGAZINE NEW MEXICO

Had such an amazing experience in this store! No buying pressure, relaxed environment, and so many options, with lots of help finding the perfect dress!!

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At ABQ Bridal Boutique, we know that looking for your dream dress can feel a bit overwhelming or intimidating, but our locally owned business will make you feel right at home with:

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info@abqbridalboutique.com



Special Thanks to:
Model: Cassandra Rose Cooper (@cassandrarosecooper)
Photographer: Sarah Doree Photo (@sarahdoreephoto)
Jewelry: Southwest Statements (@southweststatements)
Floral: La Casetta Flower Shop by Georgette (@la_casettaflowershop)



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Floral: La Casetta Flower Shop by Georgette (@la_casettaflowershop)

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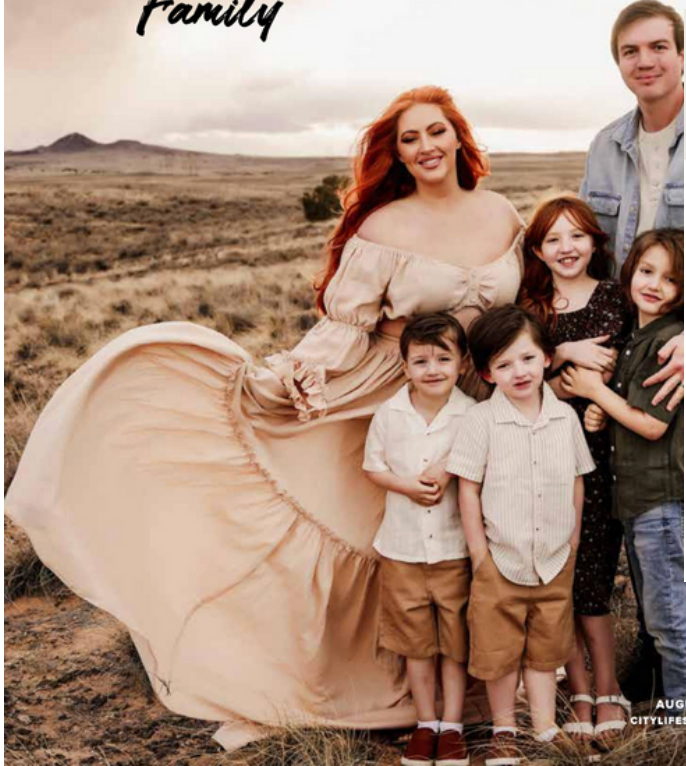
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Family



A New Lifestyle

ARTICLE BY JANELLE FERRE, CASSANDRA ROSE COOPER PHOTOGRAPHY BY AMY LUNA

CASSANDRA ROSE COOPER @TWOCHOWDAS

Cassandra Rose Cooper is a model, photographer, social media and local influencer, who finds herself naturally connecting to people. Always raising awareness in everything she believes in, she never imagined that life would throw her into what felt like every challenge that would have her during easy and intimate moments that changed the trajectory of her purpose.

Today this family of six is thriving and healthy. "Throughout through experience of trial and suffering," Cassandra describes her husband as the rock of her family and her daughter took being a big sister to the highest level. Five years ago her youngest two boys were born very early at only 3 lbs 11 oz and 3 lbs 12 oz. Waiting for everyone to be home together, they also lived at the hospital and the doctors and nurses became their extended family. Each hour that time could not come home together as the family learned that little Luca had developed Neuroblastoma (NB), thankfully caught early. Little Logan was born with multiple holes in his heart and fully healed on their own. Cassandra and her husband working and also taking care of each other was a huge challenge that was met with support. Cassandra is all of the above.

"I'll never forget the attention to detail. I'll never forget watching you guys dart across the room when the monitors went off. I'll never forget the encouragement to keep pushing even though I barely ever got to sleep."

"I'll never forget walking into the NICU looking for each one of you every day wondering what I got to see."

"I'll never forget the way you all fought hard to keep my boys in the same space when we had to put on opposite sides of the room."

34 INSPIRED BY A BEAUTY



P 14-15

COVER



P 16-17



ONLINE ARTICLE

[HTTPS://CITYLIFESTYLE.COM/ARTICLES/INFLUENCING-LIFESTYLE](https://citylifestyle.com/articles/influencing-lifestyle)

"I'll never forget the little rules you broke for me. I'll never forget you guys having my back and kicking visitors out when I was overwhelmed and just needed to cry alone. I'll never forget the morning Kristen and I both bought each other a chai tea latte... and we ended up with a chai tea latte. I'll never forget you guys teaching me how to put the wires and monitors on just so I could spend more time touching them. I'll never forget the way you handled ME. I'll never forget the way you handled ME. You guys are literally the best, most beautiful human beings on the planet. I can't even begin to express how much I love and appreciate each one of you. Thank you for what you do every day."

Only one year later and a year after experiencing symptoms, the next phone call from the doctor was for her. "You probably have thyroid cancer." Instantly and instinctively she experienced one of her favorite quotes, "You never know how strong you are until being strong is your only option." In June 2019, Cassandra would have to get a full thyroidectomy. I never expected that a consistent flutter in my heart would turn out to be something so serious. I never expected a thyroidectomy would be my first surgery besides getting two babies cut out of me, that counts, right?

Embracing her scar and with a clean body scan with no more signs of cancer, it felt impossible to celebrate while

now her other son Lincoln was getting treated for B-Cell Acute Lymphoblastic Leukemia. That's right, little Lincoln got diagnosed with cancer on July 4th, 2020, a few weeks after his 4th birthday! Sometimes finding joy in things like going out for ice cream after chemo treatments helped celebrate the small victories that would pave the way forward. At that time she said "I think one of the hardest parts of dealing with childhood cancer is balancing it all. Our whole life stopped, but it didn't. It's been 5 weeks since Lincoln got diagnosed and managing time between siblings has been a huge challenge. Leia is the kindest, most gracious big sister on the face of this planet. She has been nothing but tender, loving and understanding, but I see her struggling. I see her anxiety and I know when she asks to spend time with me it's more emotionally backed than ever."

Yesterday Leia and I put on some matching dresses and went through the McDonald's drive thru and to Walmart. It wasn't planned, but it was enough! The family also learned that Childhood cancer is only 4% of the research done for cancer due to lack of funding. What came out of this? "Antoinism generosity" from prayers from strangers and followers to support from an entire community of families going through similar struggles. How she spends her time now to let others know how "everything can be ok" is admirable and extraordinary. "When you heal, you move on with your life" and she wants to help others do the same instead of "desperately googling" the answers like she did.

35 INSPIRED BY A BEAUTY

DIGITAL MAGAZINE



[HTTPS://ISSUU.COM/LIFESTYLEPUBS/DOCS/ALBUQUERQUE_2023_8_PRINT](https://issuu.com/lifestylepubs/docs/albuquerque_2023_8_print)



ABOUT CASSANDRA:

"I currently sit on the board of a nonprofit organization called Camp Enchantment. We are a local camp dedicated to children who've had cancer in the past, or who currently have cancer. We are fully equipped with a medical staff capable of handling any situations these unique children might face during the week of camp. I am on the committee for the biggest annual fundraiser Make A Wish NM, that holds an event called Wine & Wishes. I filmed, directed and edited the entire social media marketing campaign (starring Lincoln) leading up to the 2023 gala. I had the unique opportunity to share our Wish story by taking the 300+ people in attendance through Lincoln's cancer story frame by frame in a carefully curated video presentation. I have held multiple fundraisers in person and on social media for a nonprofit organization called Cookies 4 Kids Cancer and have plans to accomplish more in the future. I have used social media to organize countless hospital drops for Presbyterian Hospital Downtown including snacks for children to eat outside of cafeteria hours and toys and activities to make the hours and days more bearable. I also lead and organize a huge Christmas present drive with the help of a local church. Together we brought every single child in Oncology at Presbyterian hospital downtown a Christmas present. I work actively with the New Mexico Dream Center on fundraisers and raising awareness related to human trafficking. The NMDC is dedicated to serving women and children coming out of the darkness of sex trafficking. I've worked on multiple projects with NMDC including taking on the role of table caption for their annual fundraiser event and using social media to furnish an entire home for a family exiting a trafficking situation." Cassandra and her family encourage you to reach out to local organizations like these if you can. "So many people have reached out to talk to me, check on me and take care of me in every way. Not only my close friends and family but so many of you who don't even know me personally have reached out to check on me some even more than once lol and it's honestly blown my mind completely. I've never been so thankful for this platform in my life. I've made so many true friends and I've had the privilege of connecting with 50 many people who are going through the exact same thing as me and it's been an insane blessing. I will continue to share my story as it unfolds and if you're going through the same thing I hope you'll share yours with me too. Please hear me when I say: THANK YOU!"

P 18-19

CASSANDRA ROSE COOPER

CONTENT CREATOR • BLOGGER • INFLUENCER • MODEL

