JO JACOB
BENELLA HOME ORGANISATION







ABOUT ME

I'm a practical content creator, professional organiser and home moving expert with a sense of humour and a love of home and life everyday hacks, tips and tricks.

I share relatable organising tips, digital tools and products along with real life stories that help people feel less stressed, more sorted and more in control.

My trusted voice has built a loyal audience who value no fuss advice, tried and tested tools, and solutions that feel doable.

	Instagram	TikTok	Facebook
Followers	61,443	12,010	76,145
Views	1.8M	245.3K	461K
Engagement	5.2% (VIEWS)		Over past 3 months

Total Followers (as of November 2026)

149,598

BRANDS I HAVE RECENTLY PRODUCED CONTENT FOR:

Good Housekeeping
MOTHER ROOT
insinkerator
HELLO FRESH
Photomyne
STACKERS
Instant Pot
Inspired VILLAGES
Neutradol
THE MOTOR OMBUDSMAN

CONTENT I CREATE:

INSTAGRAM - FEED POSTS, REELS, STORIES
FACEBOOK - POSTS (STANDALONE), REELS (CROSS-POSTED FROM INSTAGRAM)
TIKTOK - SHORT-FORM VIDEO

DEMOGRAPHICS:

Primary audience:
Women 45-65+

IG Engagement rate: 5.2% on views
Views/month: 280.7K

Top locations:
UK, USA, Ireland

Rates are quoted per collaboration based on deliverables and usage requirements - get in touch for a tailored quote.

+44 7703 218905 Antrobus House, 18 College St, Petersfield, GU31 4AD jo@benella.co.uk