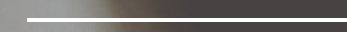




spicycarrot.co

SPICY CARROT

Not for redistribution. Property of Spicy Carrot, LLC.



[@spicycarrot](#)

spicycarrot.co



Spicy Carrot

Car Content for the Driving Experience & Feminine Gaze

Spicy Carrot



Table of Contents



- About
- Meet Emma
- Credentials
- Content
- Analytics
- Contact



[@spicycarrot](#)

spicycarrot.co



Hi. I'm Emma.

I'm a UX Car Content Creator looking to produce educational content with major brands. My journey as an enthusiast started when I was six years old with a fascination for tail lights. My passion for cars always felt unorthodox, as it focused less on engineering and more on human factors.

None of today's automotive media speaks to me in this way, so I started creating content that does.



Credentials



Formula Society of Automotive Engineers

As the former Business Lead & UX Captain, I learned what it takes to design a car and a business model to match. Fast forward to now and I'm a proud board member.



Jet Propulsion Laboratory
California Institute of Technology

NASA Jet Propulsion Laboratory

Today, my UX background focuses more on enterprise UX within aerospace but draws many parallels between industries.

Forbes

Forbes 30 Under 30

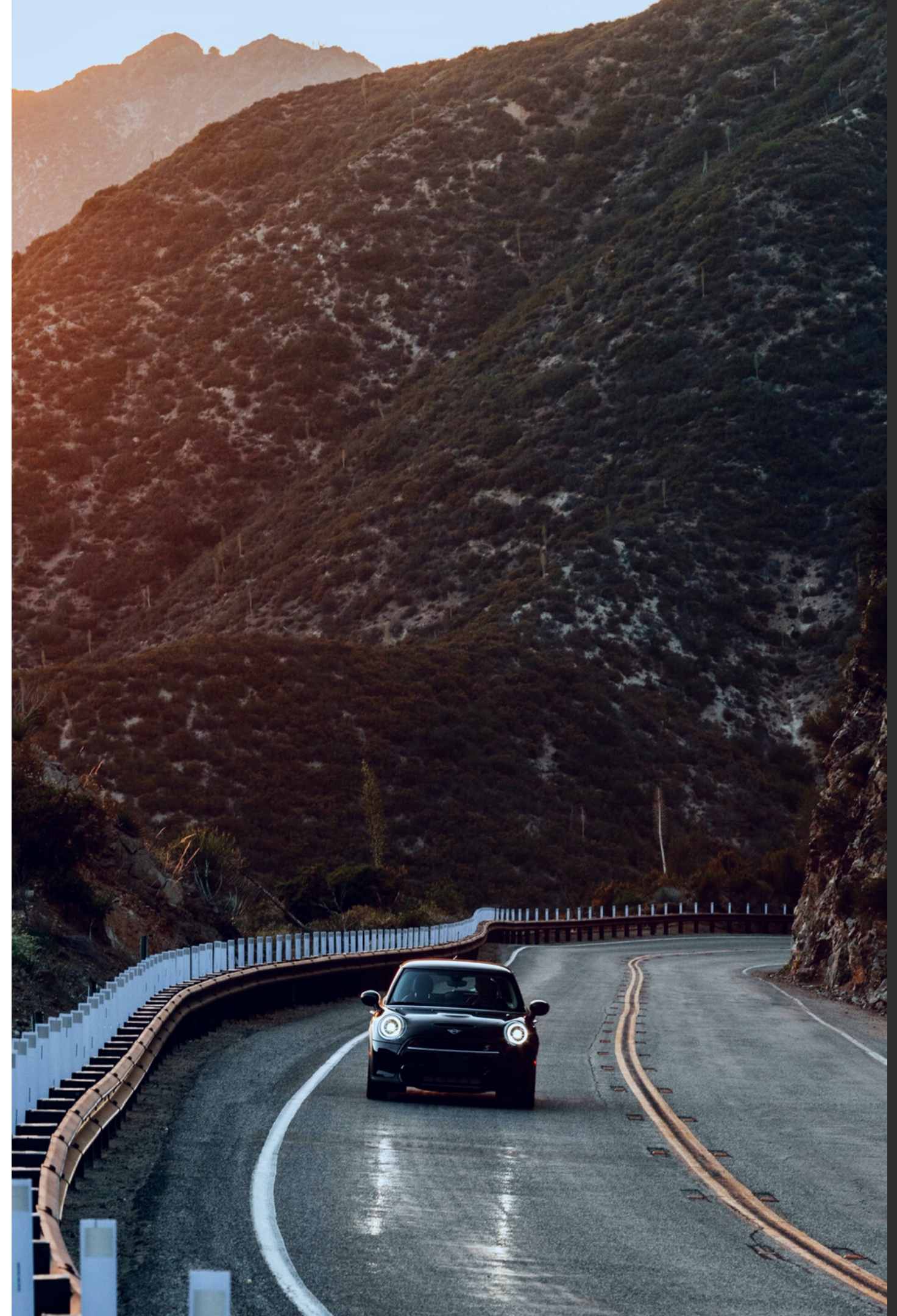
In 2021, I was added to the Enterprise Technology U30 List.

By creating a space that is inviting and atypical, we diversify the car community into one that expands into a rich microcosm.

spicycarrot.co

Pretty. Smart.

Spicy Carrot aims to inspire automotive enthusiasts by creating content that emphasizes mobility and the driver-vehicle experience while maintaining a feminine aesthetic.



About Spicy Carrot

Content Pillars

Accessibility

- Explore and discuss technologies that make driving more accessible for individuals with disabilities
- Highlight cars with features designed to accommodate a wide range of physical abilities

Day in the Life

- Behind the scenes of various automotive events
- Showcase a day in the life of a Human Centered Designer

Autonomy

- Cover developments in self-driving technology
- Cover the various levels of autonomous driving
- Share news about companies working on autonomous solutions

Sustainability

- Showcase eco-friendly vehicles and technologies
- Explore initiatives and companies focused on green mobility

Brand Spotlights & Reviews

- Showcase the latest technologies from different car manufacturers
- Discuss the brand's history and their impact today on the world

On-Camera Experience



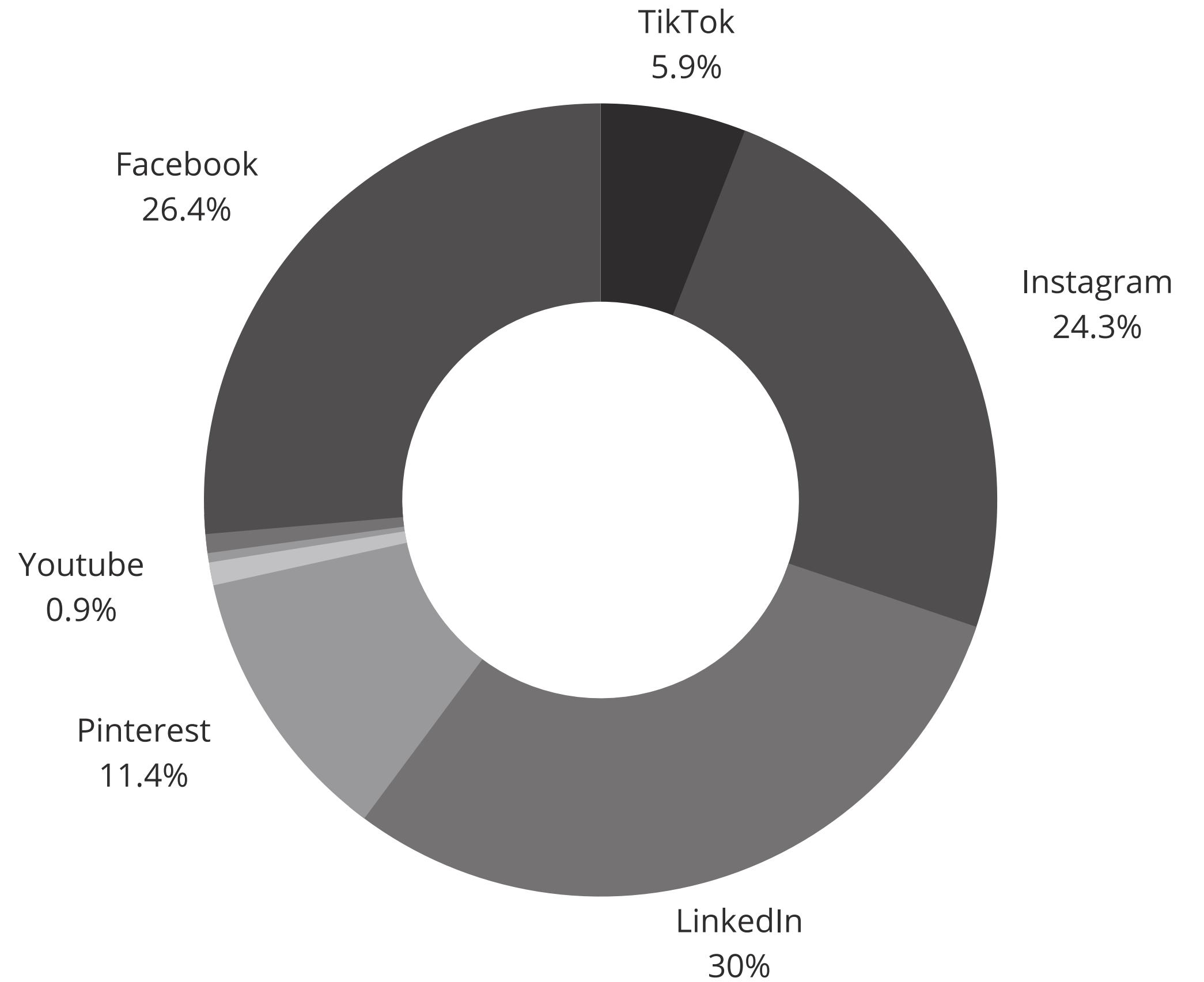
2022 MINI Cooper S Review



2022 Toyota Mirai Limited Review

Total Followers

10k

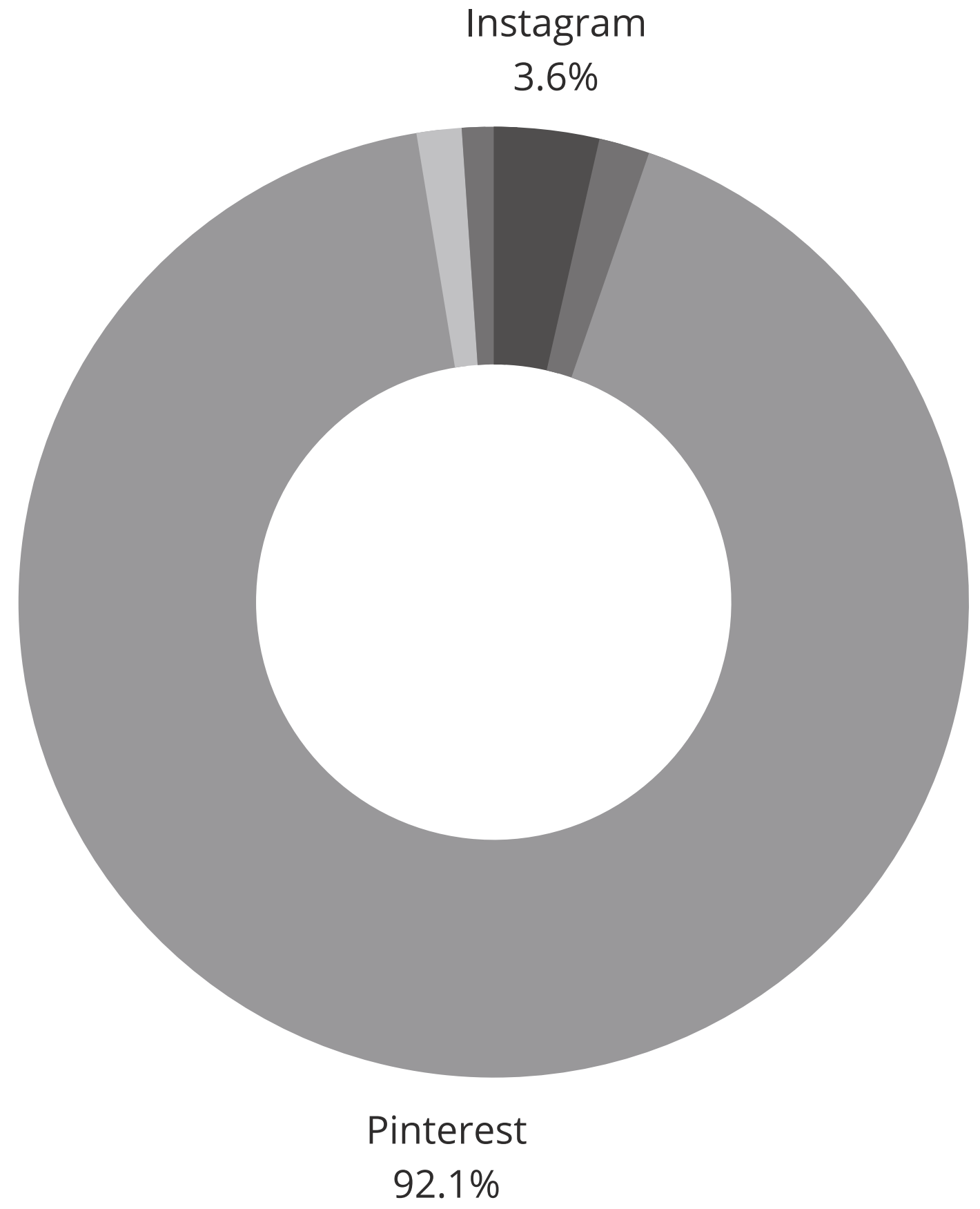


Net 30 Days

Impressions

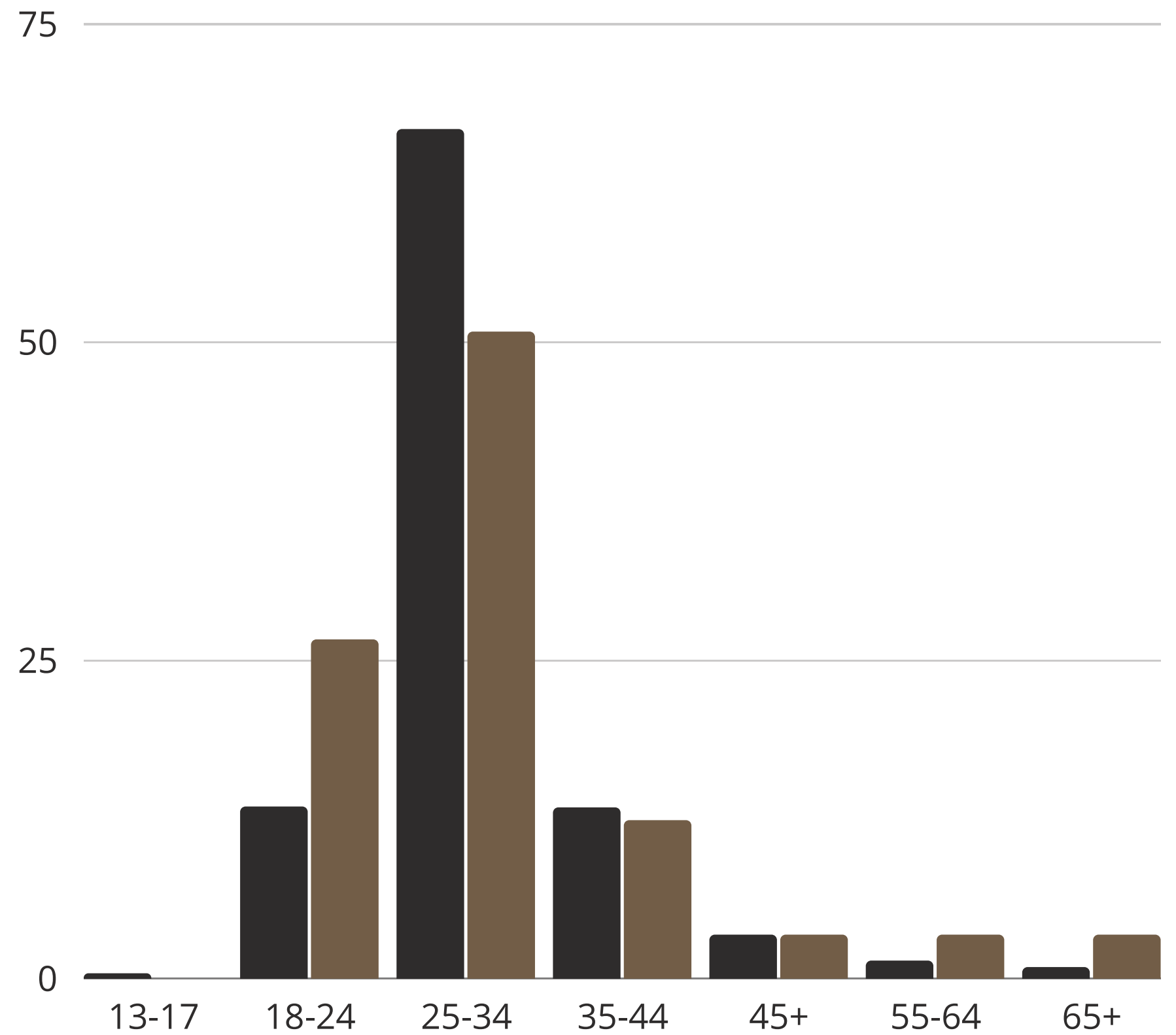
112k

Net 30 Days



Average Age

25 - 34



Net 30 Days

Contact

spicycarrot.co

spicycarrotbusiness@gmail.com

Instagram: [._spicycarrot_](https://www.instagram.com/_spicycarrot_)



Thank you

