



Jessi ●●● Cruickshank

Television Personality | Comedian



TheSpotlightAgency.com



JESSI CRUICKSHANK

Television Personality | Founder, *New Mom*, *Who Dis?*

Renowned for her humor, quick wit, and authenticity, Jessi Cruickshank has been named the internet's funniest mom (*Today's Parent*) as well as the funniest woman on television (*The Province*). She has hosted some of television's most popular programs, including MTV's *The Hills After Show*, CBC's *The Goods*, and Canada's *Smartest Person*, and is a four-time host of the JUNO Awards Gala as well as a two-time host of the CCMA (Canadian Country Music Association) Awards. In 2018, Jessi created the award-winning digital series *New Mom*, *Who Dis?* which has since transformed into a global online community and destination for candid, honest, and always funny takes on motherhood.

In 2022, Jessi hit the road with her first live, wildly successful tour, "Up Close and Too Personal", which had twelve stops in Canadian cities, and followed up with her "Now That's What I Call Live" tour in 2025, both of which sold out nationwide. In addition, Jessi released her debut stand up comedy special, *Minivan Money*, which premiered on global streaming platform, VEEPS.

Jessi's incredibly popular weekly podcast series, *Phone a Friend*, debuted as the #1 comedy podcast across all platforms in 2023, and continues to attract new listeners with celebrity guests and Jessi's signature sense of humor.

A content creator and influencer with a loyal fanbase, Jessi has launched two collaborations — including holiday wear and a summer collection— with Canadian retailer Joe Fresh, both of which sold out quickly.

Jessi is known for her advocacy work with organizations like Plan Canada and Global Citizen and is a sought after event host for Fortune 500 companies.

Mother to twin boys, Rio and Dray, and young daughter, Romi, Jessi splits her time between Los Angeles, Vancouver, and Toronto.

SOCIAL MEDIA

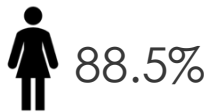
Over **250K+** Followers between
Instagram and Facebook

Audience Demographics



11.4%

28% ages 25-34



88.5%

49% ages 35-44

10% ages 45-54

Top Countries: Canada (77%), USA (18%)

Jessi's audience are generally interested in the topics
of parenting, family, fashion, and pop culture.





@JessiCruickshank

Over **197K+** followers on
Instagram

Instagram Statistics

40.3K+ Average Reach

2.4K+ Average Engagements

@JessiCruickshank

Over **53K+** followers on
Facebook

Facebook Statistics

8.9K Average Reach



New Mom, Who Dis?

Since launching in 2018, New Mom, Who Dis? (NMWD) has grown into a dedicated, online community and go-to destination for candid, honest, and always funny takes on motherhood.

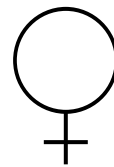


@newmomwhodis



@newmomwhodis

AUDIENCE DEMOGRAPHICS



82%

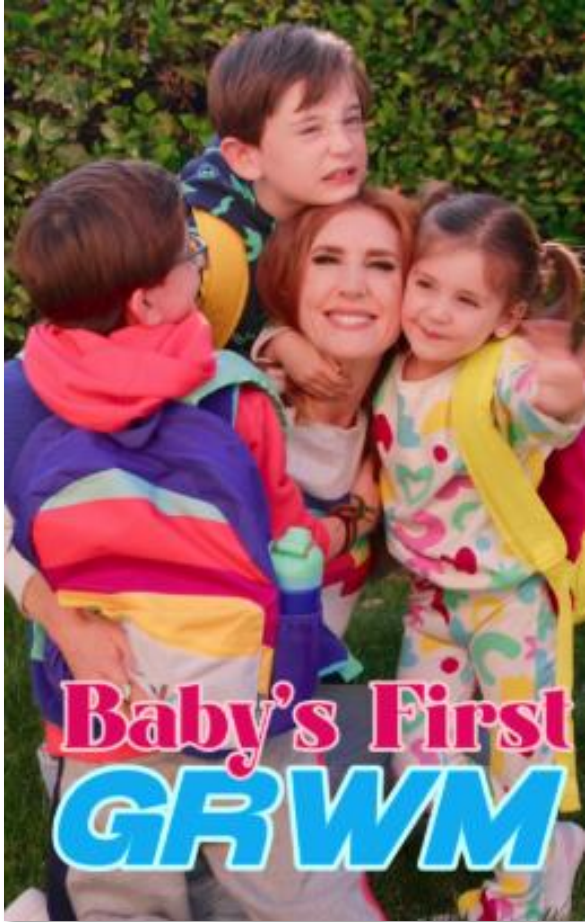


85%

80% of NMWD audience is aged 25-44.



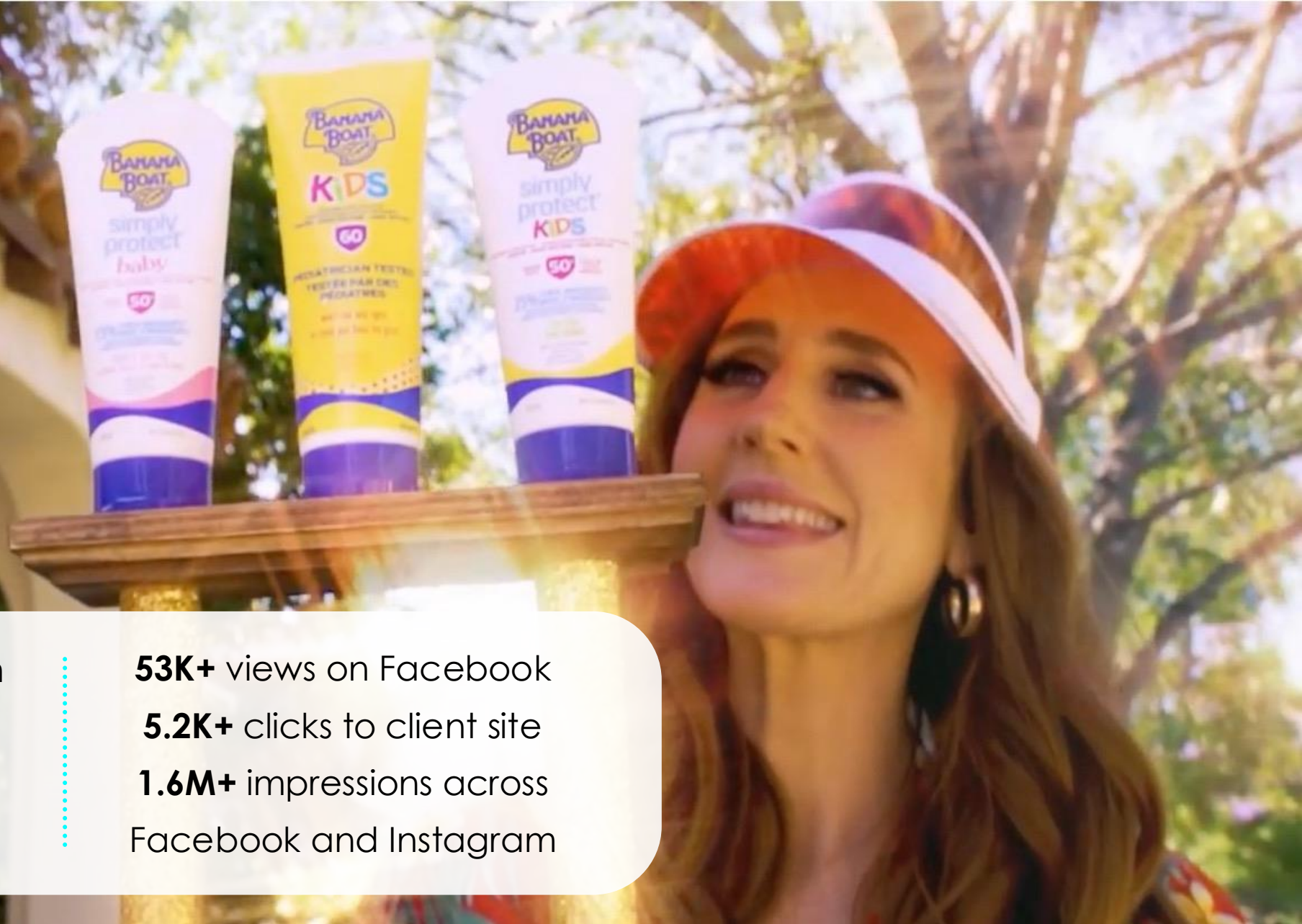
New Mom, Who Dis? ●●●



58.8K+
followers
11.8K+
average reach
2.4K+
average engagements
39.83%
engagement rate



72K+
followers



Jessi leads an expert team in producing engaging digital videos, social media content, articles, newsletters, and more

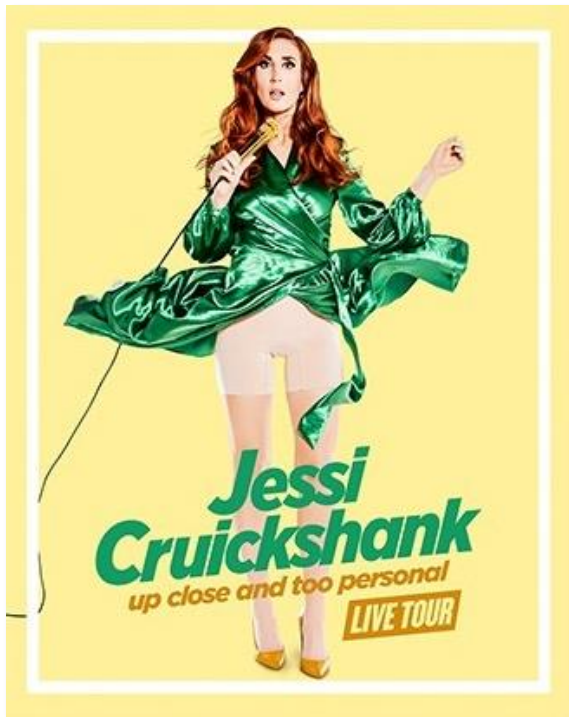
53K+ views on Facebook

5.2K+ clicks to client site

1.6M+ impressions across Facebook and Instagram

Live Tours ● ● ●

Called “hilarious” and “the best comedy show I’ve ever attended”, Jessi’s first cross-Canada, live tour “Up Close and Too Personal” was Jessi as audiences had never seen her before — live, childless, and telling all. She followed up in 2025 with her “Now That’s What I Call Live” tour, which was also a smash hit with fans.

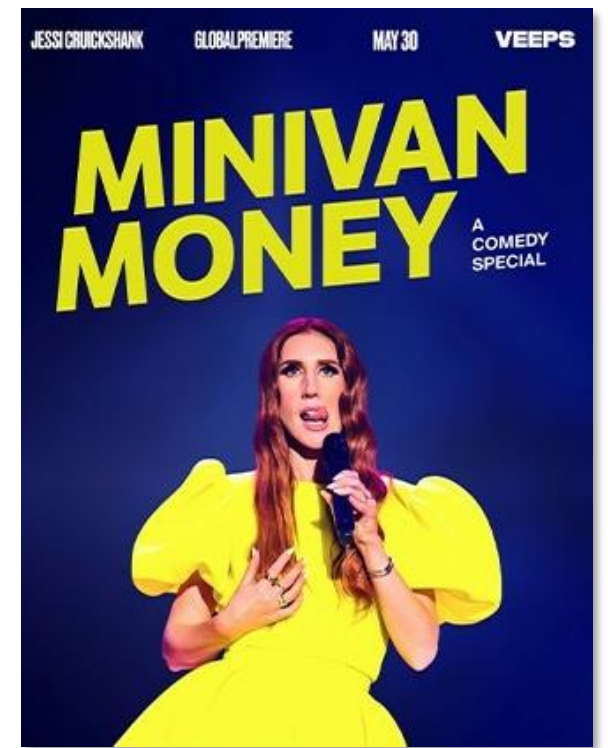


On Television ●●●

Jessi became a household name as the popular host of MTV Canada's *The Hills After Show* — an international smash hit syndicated in 10 countries that generated record-breaking ratings in both Canada and the US and secured Jessi two Gemini Awards.

Jessi also enjoyed national fame as the host, producer, and writer of her own spin-off pop culture series, *The After Show*; as a correspondent for *Etalk*; as co-host of CBC's *The Goods*; and as co-host of Canada's *Smartest Person*.

Jessi released her debut stand up comedy special, *Minivan Money*, which premiered on global streaming platform, VEEPS.



Etalk



Broken Beauty Products: How to Bring Them Back to Life | CBC's *The Goods*



MTV Canada's *The Hills After Show*



With her signature warmth and wit, Jessi has emceed and hosted charity fundraisers, private parties, red carpets, award shows, store openings, and corporate events across Canada and the US. As the former host of a national talk show, she knows how to work a room, both in-person and virtually.

Prior to each event, Jessi connects with clients to tailor her humour and references to their audience. On the day of the event, she draws on her quick-witted sensibility to keep things fresh and moving along while weaving in interactive moments with the audience. Deftly handling introductions, interviews, and between-segment banter, she's the perfect choice if you want your audience to have a rollicking good time.

Past clients have included Canada Goose, Royal Bank of Canada, TD Bank, and the Canadian Arts and Fashion Awards, to name a few.

...the annual award ceremony that honours excellence in film and American television productions. In a custom Louis Vuitton dress at the Golden Globes, American actress Cheri Lathin was styled by Vayman and Mosh in a Greta Gerwig, Vanity Fair and Amazon MGM Studios kicked off awards season with a starry party at Bar Marmori in Hollywood. Among the stars in celebration was actress Dana Lathin in Greta Gerwig's Spring 2024. Lathin is officially a #GlobeGirl after hosting the City TV's "Snackiest" television coverage of the Golden Globes in a scarlet Resort 2025 number. Lathin was in Toronto, Canada, as helmed by American Kiki Pickens. Page 2 The Style Issue is graced with Greta.



26. Jessi Cruickshank, The Cool Mom, Los Angeles

Millennials of a certain age were first introduced to Jessi Cruickshank as the quick-witted, self-deprecating MTV VJ who rose to national fame when she co-hosted *The Hills: After Show* with Schitt's Creek star and co-creator Dan Levy. Cruickshank, 37, graduated from grilling Spidei about mood crystals and what they did to Lauren Conrad (they know what they did!) to landing one of the most coveted sit-downs of 2019: a one-on-one with Justin Trudeau, post blackface scandal. The PM appeared on the season 2 premiere of Cruickshank's Facebook Watch show, *New Mom Who Dis?* (she has twin boys), for an interview that included an uncomfortable reenactment of his kiss with Melania Trump to rare moment of sincerity when Trudeau had to explain his racist past to six-year-old twin Black girls. "I think Trudeau and his team probably underestimated me," Cruickshank told *Refinery29* about the surprisingly candid conversation.

CALGARY HERALD

Part of the crowd: Calgary-born comedian Jessi Cruickshank knows her audience, because they are just like her

Eric Volmers

Published May 23, 2024 • Last updated 4 hours ago • 5 minute read



Jessi Cruickshank stars in her first comedy special, *Movin' Money*. Photo by Joanna Bell for



9. WELLSMAGAZINE.CA



(Above) At launch, Jessi's latest Joe Fresh collection had 33 stories in print, totalling nearly 27M impressions!

Publicity and Media

Jessi develops original digital videos and custom, creative content with her partners to ensure their message resonates with a wide array of audiences.

She is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and influencer content
- Event hosting
- Guest appearances
- and more

Past partners:



Partnership Opportunities ●



Highlight Reel ●



For more information, please contact:

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Contact Us 