



# Jessi ●●● Cruickshank

Television Personality | Comedian



[TheSpotlightAgency.com](http://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.

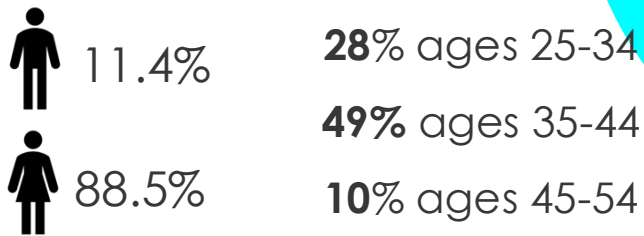
Jessi is known for her advocacy work with organizations like Plan Canada and Global Citizen and is a sought after event host for Fortune 500 companies.

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



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

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



2.1M · View insights Boost post

84.6K 466 756 10.5K

This block contains the engagement metrics for the video post, including views, likes, comments, shares, and saves.





@JessiCruickshank

Over **198K+** followers on  
**Instagram**

**Instagram Statistics**

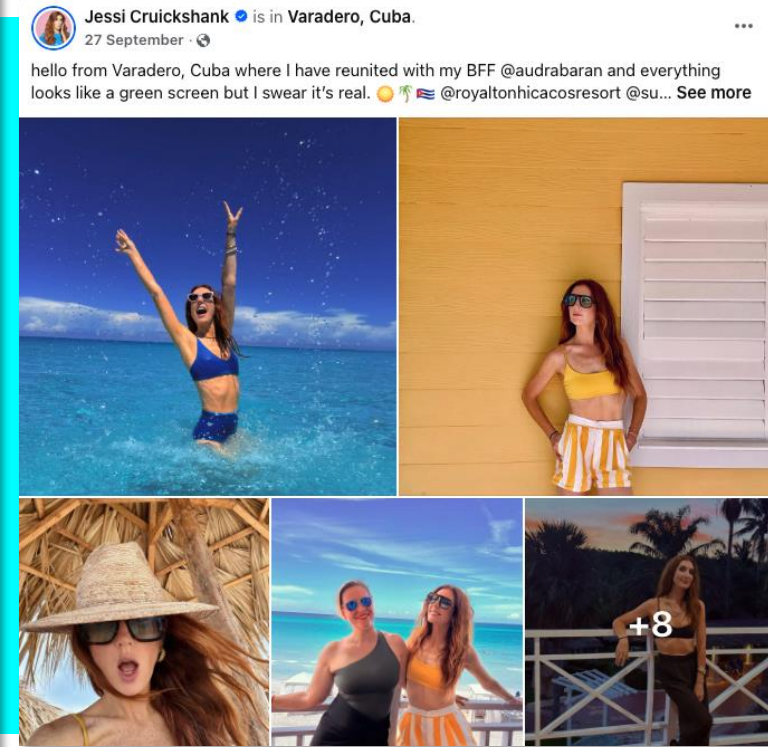
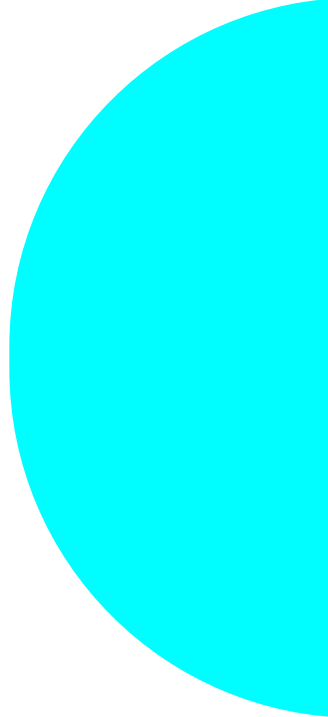
40.3K+ Average Reach

2.4K+ Average Engagements

Social Media 

# @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.



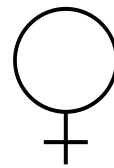
@newmomwhodis



@newmomwhodis

## AUDIENCE DEMOGRAPHICS

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**82%**

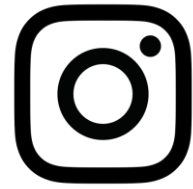
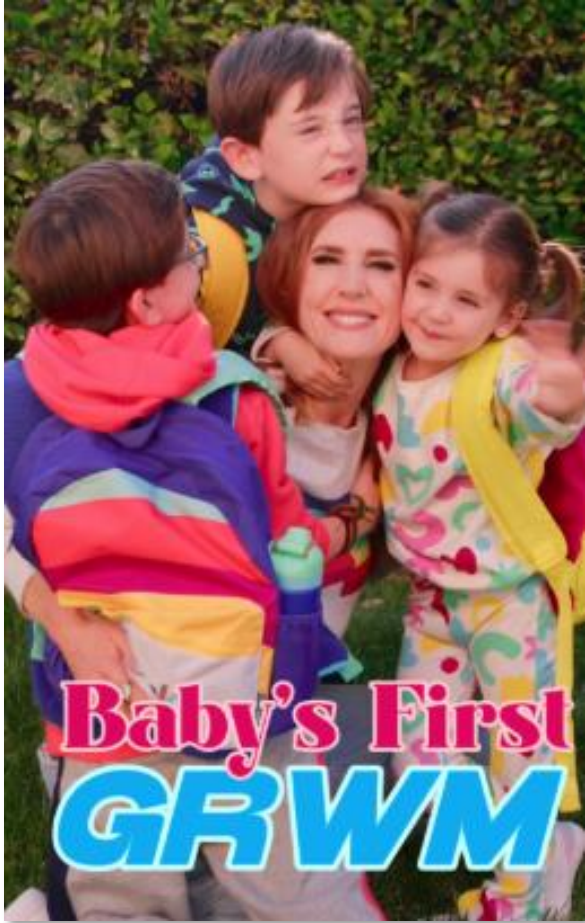


**85%**

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

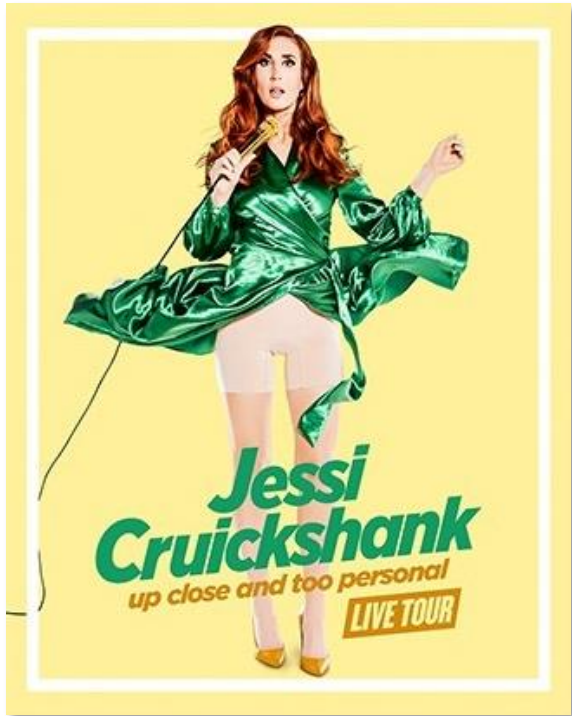


Jessi leads an expert team in producing engaging digital videos, social media content, articles, newsletters, and more

**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.



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:

[info@thespotlightagency.com](mailto:info@thespotlightagency.com)

[thespotlightagency.com](http://thespotlightagency.com)