Jessi Cruickshank

Television Personality | Comedian

The Spotlight Agency

TheSpotlightAgency.com

JESSI **CRUICKSHANK**

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

Renowned for her humour, quick wit, and authenticity, Jessi Cruickshank is the internet's funniest mom (Today's Parent) and Canada's most followed television personality on social media (Toronto Life). She has been the host of some of television's most popular programs, including MTV's *The Hills After Show*, CBC's *The Goods*, and *Canada's Smartest Person*. In 2018, she created the award-winning digital series *New Mom, Who Dis?* which is now a global online community and brand and go-to destination for candid, honest, and always funny takes on motherhood.

In 2022, Jessi hit the road with her first live, wildly successful cross-Canada tour, "Up Close and Too Personal", which had twelve stops in Canadian cities, and folllowed that up with her "Now That's What I Call Live" tour in 2025. In 2023, she launched her popular weekly podcast series, *Phone a Friend*, which debuted as the #1 comedy podcast across all platforms.

Jessi is also known for her advocacy work with organizations like Plan Canada and Global Citizen. She has travelled to Kenya, India and Ecuador and worked extensively as a keynote speaker and event host across Canada, advocating for gender equality, education for all and removing the barriers that keep girls from reaching their full potential.

She is a mother to twin boys, Rio and Dray, and young daughter, Romi. She splits her time between Los Angeles, Vancouver and Toronto.

SOCIAL MEDIA

Over 237K+ Followers between Instagram and Facebook

Audience Demographics

11.4%

88.5%

28% ages 25-34

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 **184K+** 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 national brand. It is a go-to destination for candid, honest, and always funny takes on motherhood.

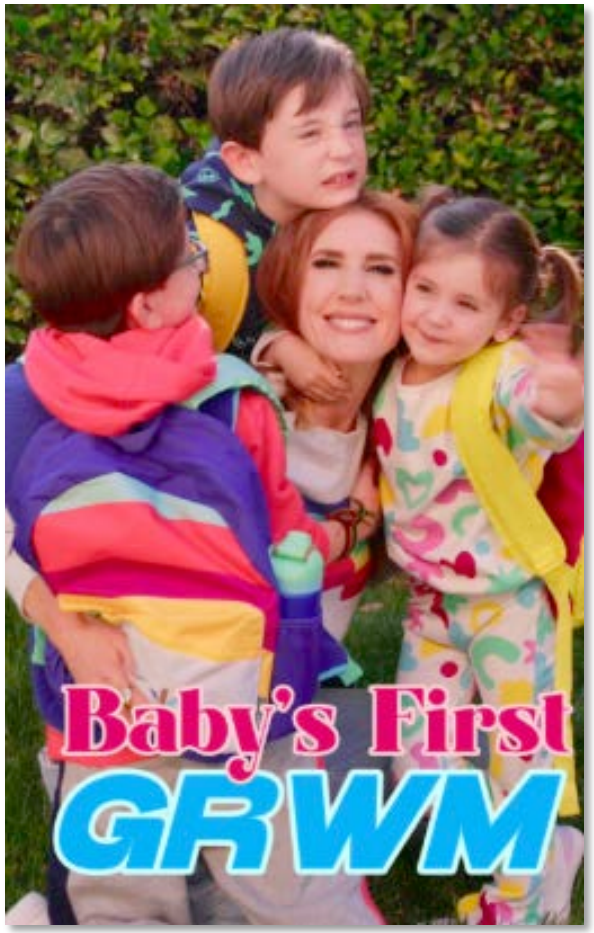
@newmomwhodis **@newmomwhodis**

AUDIENCE DEMOGRAPHICS

82% **85%**

80% of NMWD audience is aged 25-44.

New Mom, Who Dis?



577K+
followers
11.8K+
average reach
2.4K+
average engagements
39.83%
engagement rate

73.3K+
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

Social Media

Live Tour

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!

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*.

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.

Hosting

TORONTO LIFE

LIFE

Quarantine Routine: Jessi Cruickshank is throwing screen time rules out the window

"We're having full-on movie parties with popcorn"

BY TORONTO LIFE | MARCH 29, 2020

HELLO!

REFINERY29

CBC

SLICE

Cityline

CityNews

ET CANADA

etalk

CTV NEWS

102.1 THE EDGE

MORNING

Global NEWS

MACLEAN'S

FLARE

NATIONAL POST

THE GLOBE AND MAIL

Today's Parent

TORONTO STAR

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:

JOE FRESH

Pampers

BANANA BOAT

get cracking
Egg Farmers of Ontario

Goldfish

OLAY

Aveeno

Schick

CRISPY minis

KRAFT PHILADELPHIA

TD

Highlight Reel

The Spotlight Agency

For more information, please contact:
info@thespotlightagency.com
thespotlightagency.com

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