



Fastest Growing Creators

2022



Tensor Social



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Research Methodology

The data presented in this report was collected using Tensor Social, a social intelligence platform that allows brands and marketers alike to optimize their influencer marketing campaigns. Using their software, we filtered through growth and engagement metrics from each social platform for Q1 of 2022.

From that data, we pulled the ten fastest growing creators on TikTok, Instagram, and YouTube. Once we identified the creators, we measured each creator's engagement rate throughout the quarter against their follower count in order to calculate individual growth rates.

With this data, we were able to break down the growth rates by social platform. Additionally, by comparing the growth rates of each creator to one another, we gain insight into what it takes to be one of the fastest growing creators in the influencer marketing sphere.



Growth Metrics Across Platforms



TikTok Growth Metrics Q1 2022

Avg. Jan - Feb Growth ----- 581.94%

Avg. Feb - Mar Growth ----- 2990.19%

Avg. Engagements ----- 408,733

Avg. Total Follower Growth --- 5751.83%



Instagram Growth Metrics Q1 2022

Avg. Jan - Feb Growth ----- 1788.00%

Avg. Feb - Mar Growth ----- 184.00%

Avg. Engagements ----- 118,894

Avg. Total Follower Growth --- 4178.96%



YouTube Growth Metrics Q1 2022

Avg. Jan - Feb Growth ----- 344.00%

Avg. Feb - Mar Growth ----- 237.00%

Avg. Engagements ----- 63,636

Avg. Total Follower Growth --- 1224.70%

Avg. Views Growth ----- 659.82%



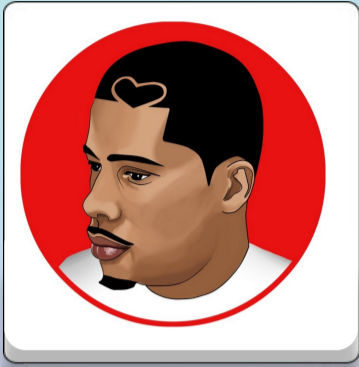
TikTok



Top Growing Creators on TikTok in Q1

% Jan - Mar

% Jan - Apr

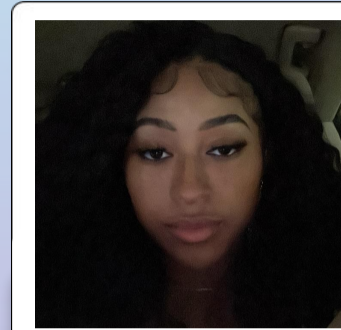


Imreddtv



1523%

Growth



Kalani



3%

Growth

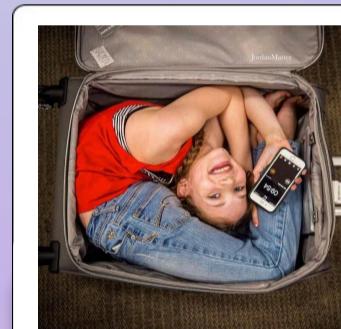


Haitham Amin



359%

Growth

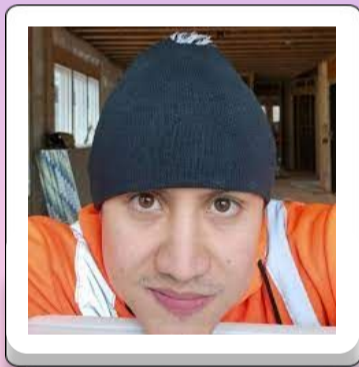


Emerald Gordon Wulf



119%

Growth

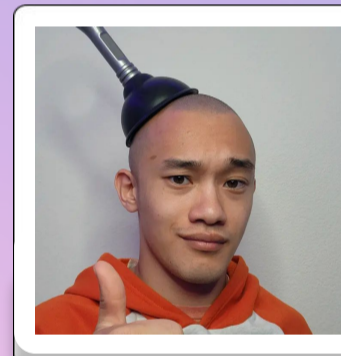


Ulises Orellana



3394%

Growth



bitesizedbryan



21%

Growth

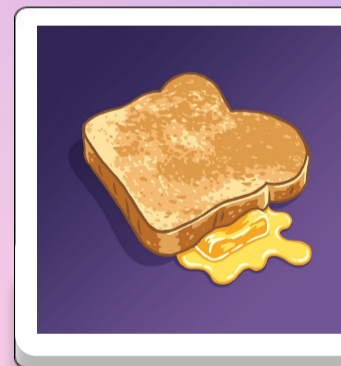


Kieram Litchfield



45,800%

Growth



Buttered Side Down



6019%

Growth



Josh Gates



117%

Growth



Sara Underwood

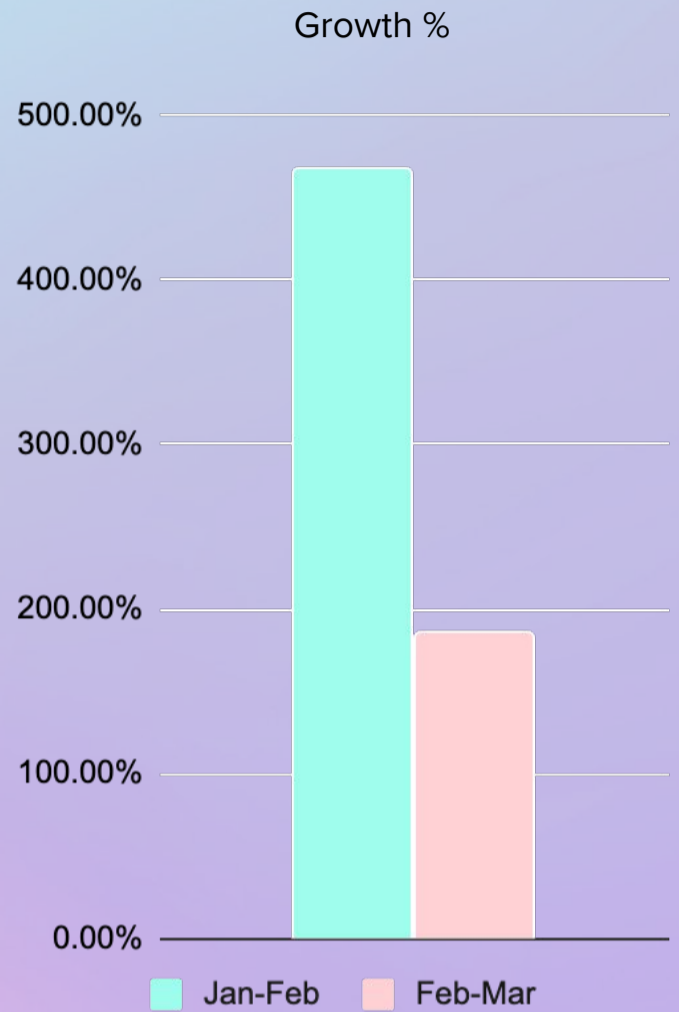
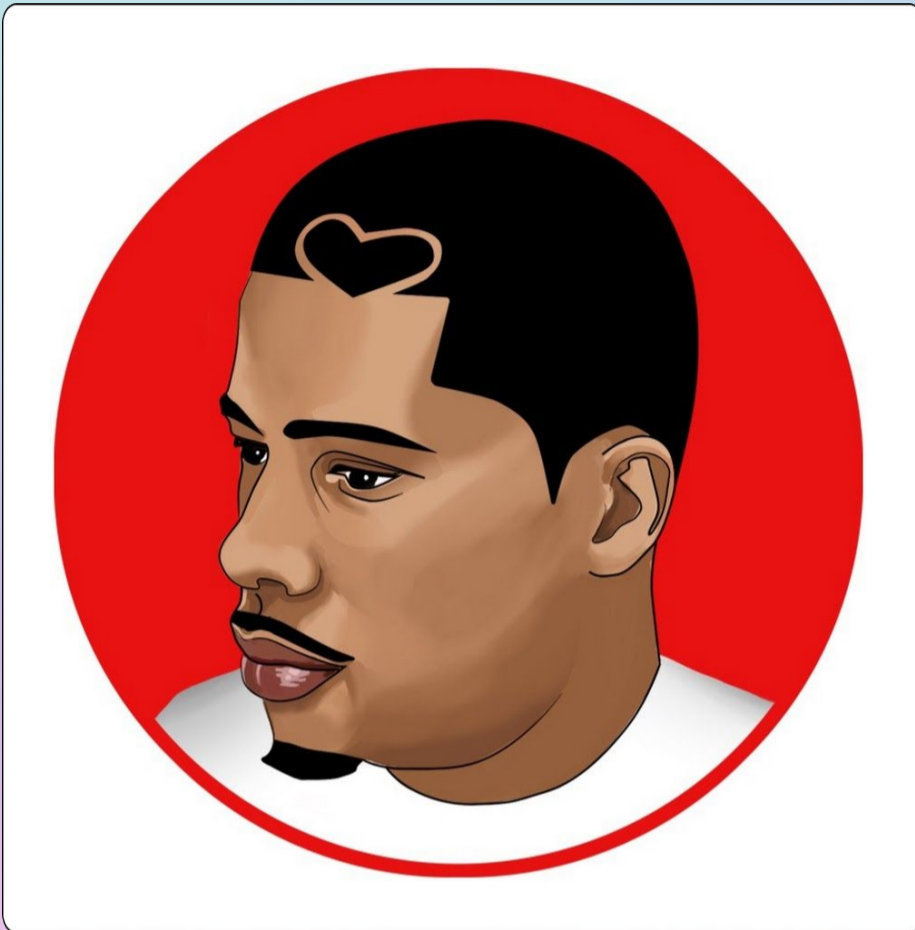


163%

Growth

Imreddtv

@imreddtv

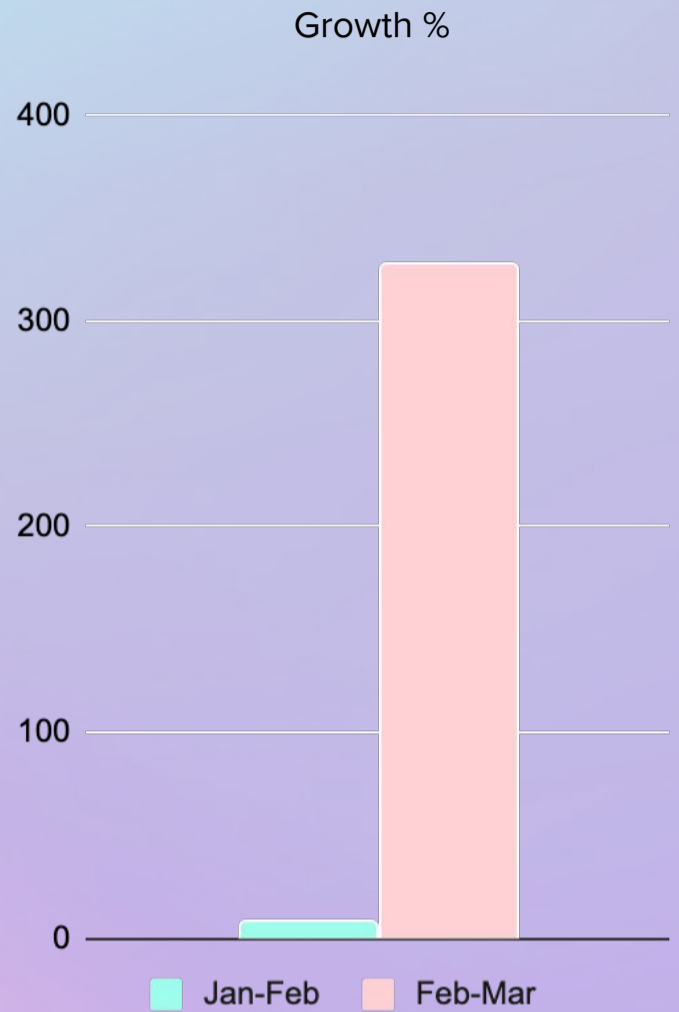


Imreddtv was one of the fastest growing creators on TikTok in Q4 of 2021. His comedy and prank content drew in **45,208 followers** on TikTok at the beginning of Q1. By the end of the quarter, he had **733,720**. This is an overall growth of **688,512 followers**. From January to February, his followers grew an impressive **467%**. From February to March, they grew **186%**.

<p>467%</p>	<p>186%</p>	<p>5.2M</p>	<p>414K</p>
Growth Jan - Feb	Growth Feb - Mar	Views	Engagement

Haitham Amin

@haminlaw

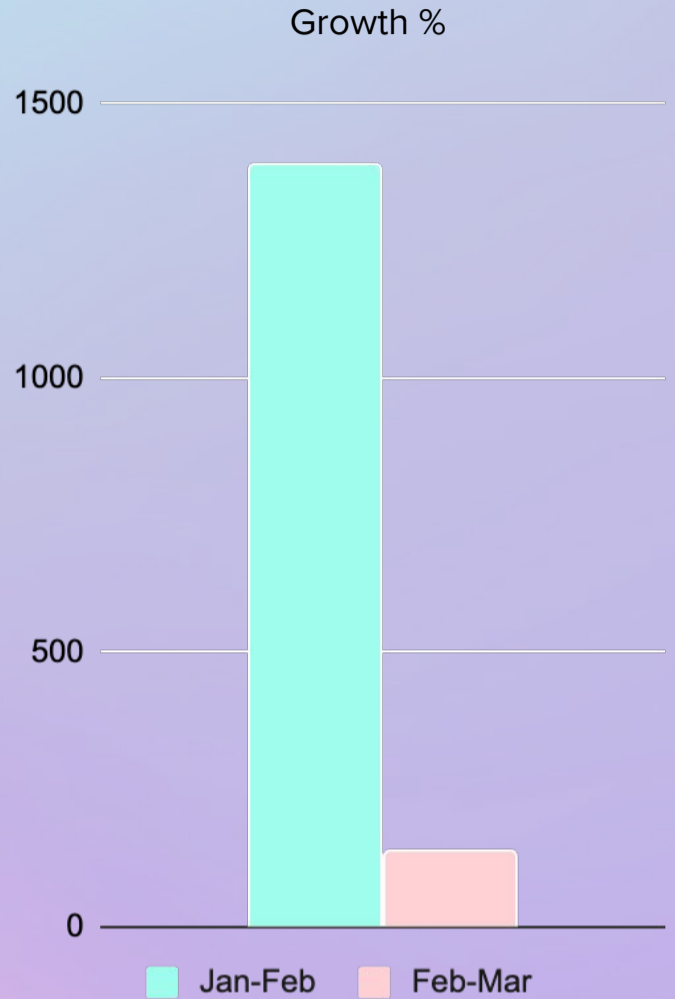


Haitham Amin is a creator, lawyer, and real estate broker posting legal advice on TikTok. Another one of the fastest growing creators on TikTok, his account grew from **45,480** to **208,918 followers** from January to March. That's an overall growth of **163,438 followers**. From January to February, his followers grew **467%** and **186%** from February to March.

<p>467%</p>	<p>186%</p>	<p>2.8M</p>	<p>389K</p>
Growth Jan - Feb	Growth Feb - Mar	Views	Engagement

Ulises Orellana

@eldrywallboy

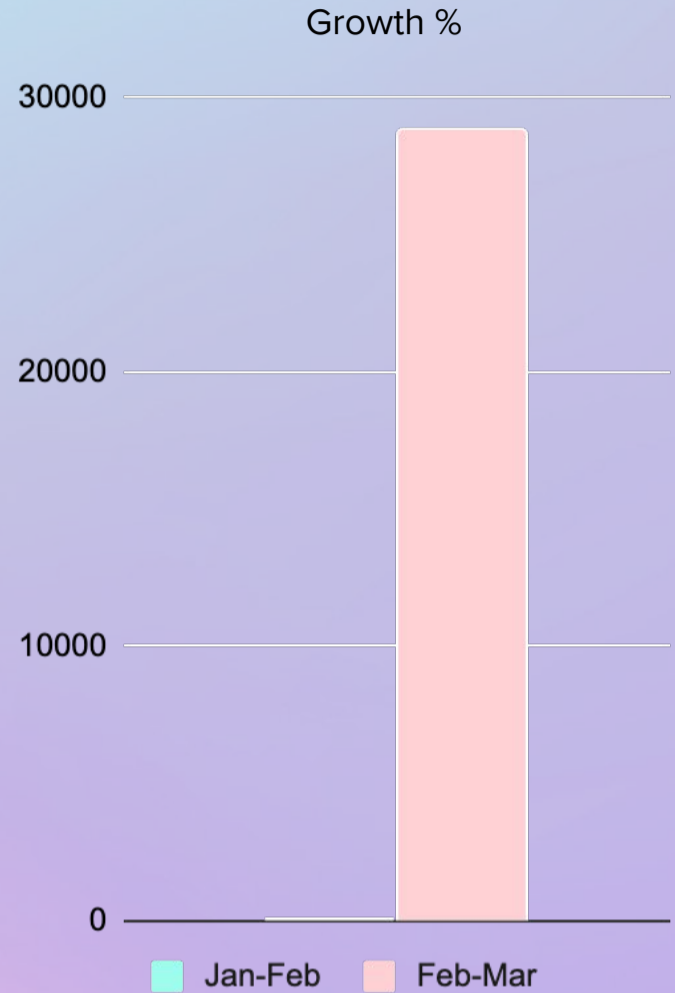


Ulises Orellana, a creator sharing drywall installations on his page, gained **703,624 followers**, growing from **20,732** to **724,356** over the span of the quarter. His followers grew **1,388%** from January to February, then **135%** from February to March.

<p>1,388%</p>	<p>135%</p>	<p>322K</p>	<p>26K</p>
Growth Jan - Feb	Growth Feb - Mar	Views	Engagement

Kieram Litchfield

@kieram.litchfield

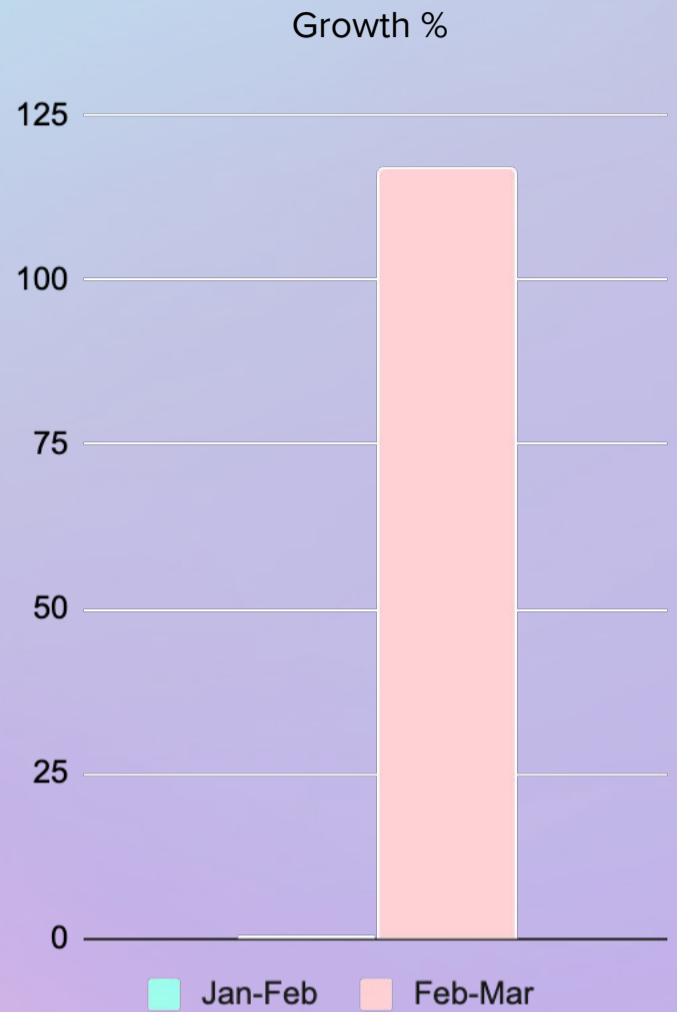


Posting survival advice on his page, Kieram Litchfield’s audience grew from **1,117 followers** to **512,698** over the span of the quarter. He gained **511,581 followers** total with a **59%** increase from January to February and **29,000%** growth from February to March.

<p>59%</p>	<p>29,000%</p>	<p>2.9M</p>	<p>445K</p>
Growth Jan - Feb	Growth Feb - Mar	Views	Engagement

Josh Gates

@gatesytok

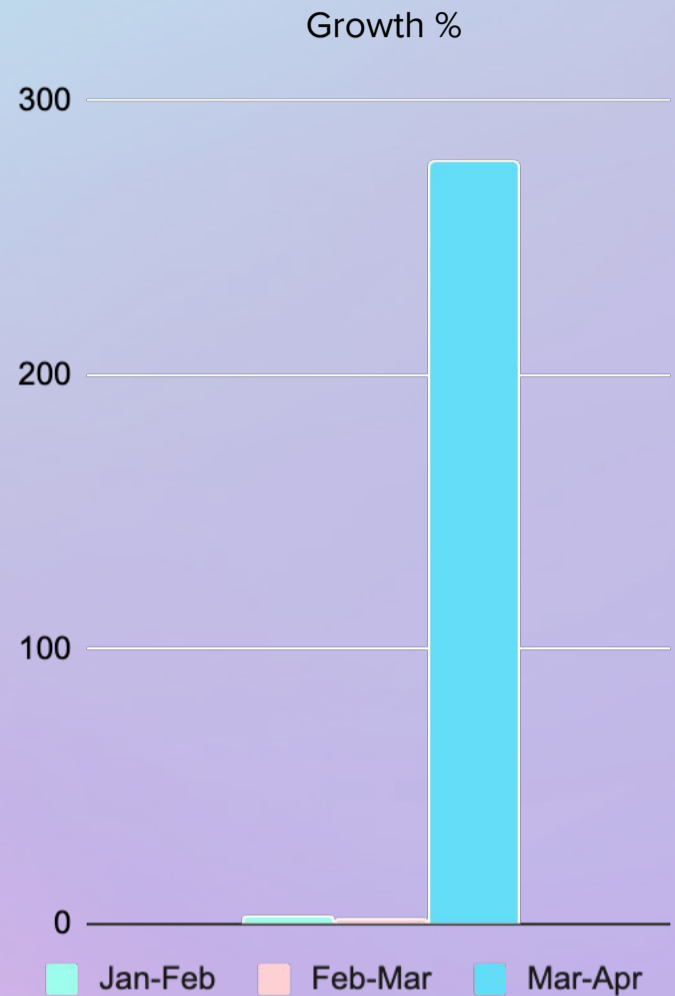
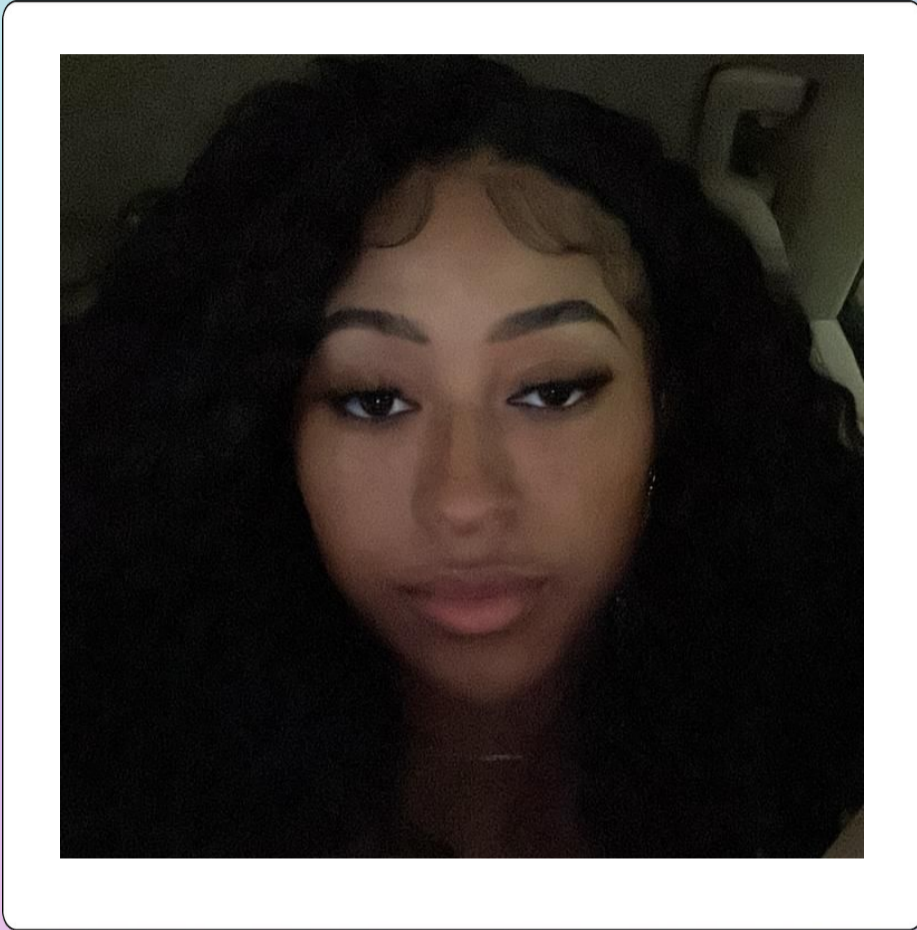


Josh Gates, host of *Expedition Unknown*, Gates posts mainly about the show and his various explorations. He gained **97,133 followers**, going from **82,700** to **179,833** over the quarter. From January to February, his followers grew by **467%**. From February to March, they grew **186%**.

<p>467%</p>	<p>186%</p>	<p>3.0M</p>	<p>279K</p>
Growth Jan - Feb	Growth Feb - Mar	Views	Engagement

Kalani

@kaalaanii

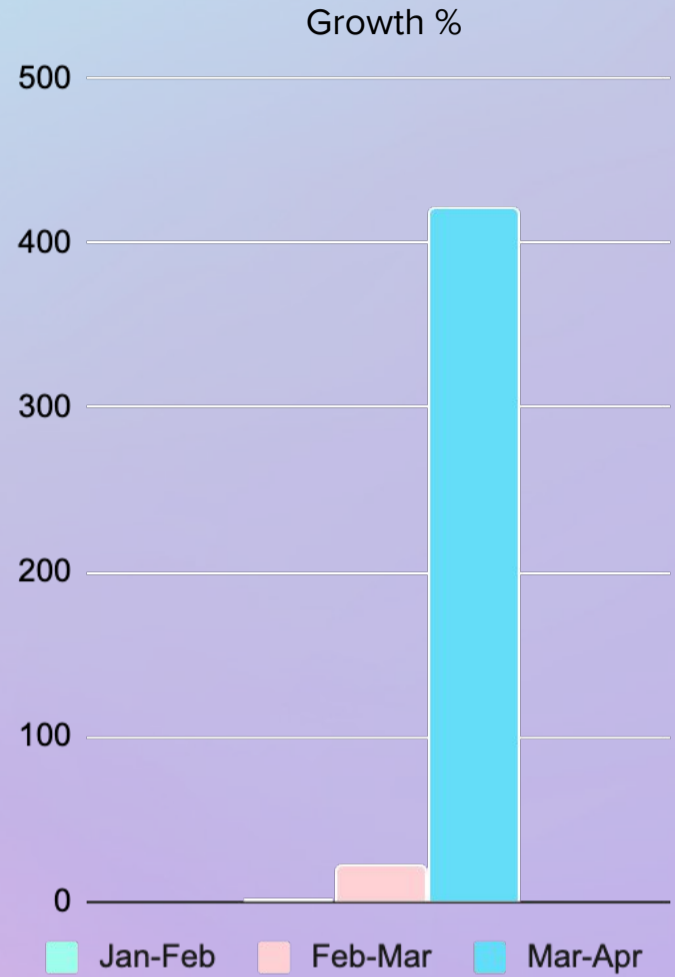


Kalana is a fitness and lifestyle creator whose following almost quadrupled from January to April. She grew from **124,491** followers to **482,830 followers**, totaling a growth of **358,339 users**. Her followers only grew **2% and 1%** from January to February and February to March, respectively. March to April shows the largest growth with an impressive **278%** increase.

<p>2%</p>	<p>1%</p>	<p>278%</p>	<p>215K</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar -Apr	Engagement

Emerald Gordon Wulf

@theemeraldgordonwulf

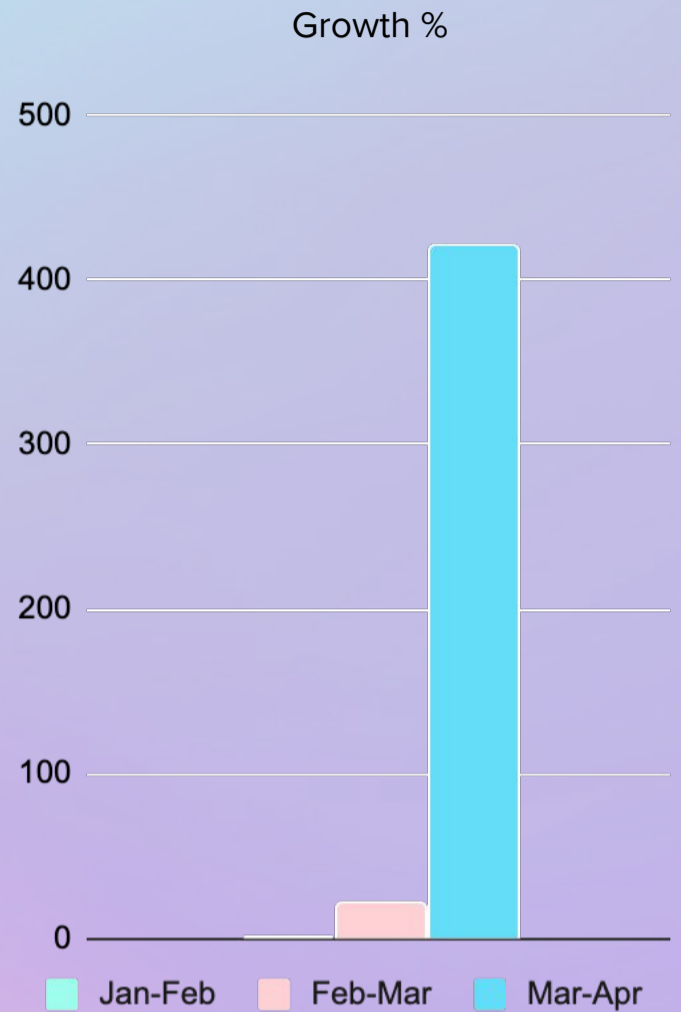
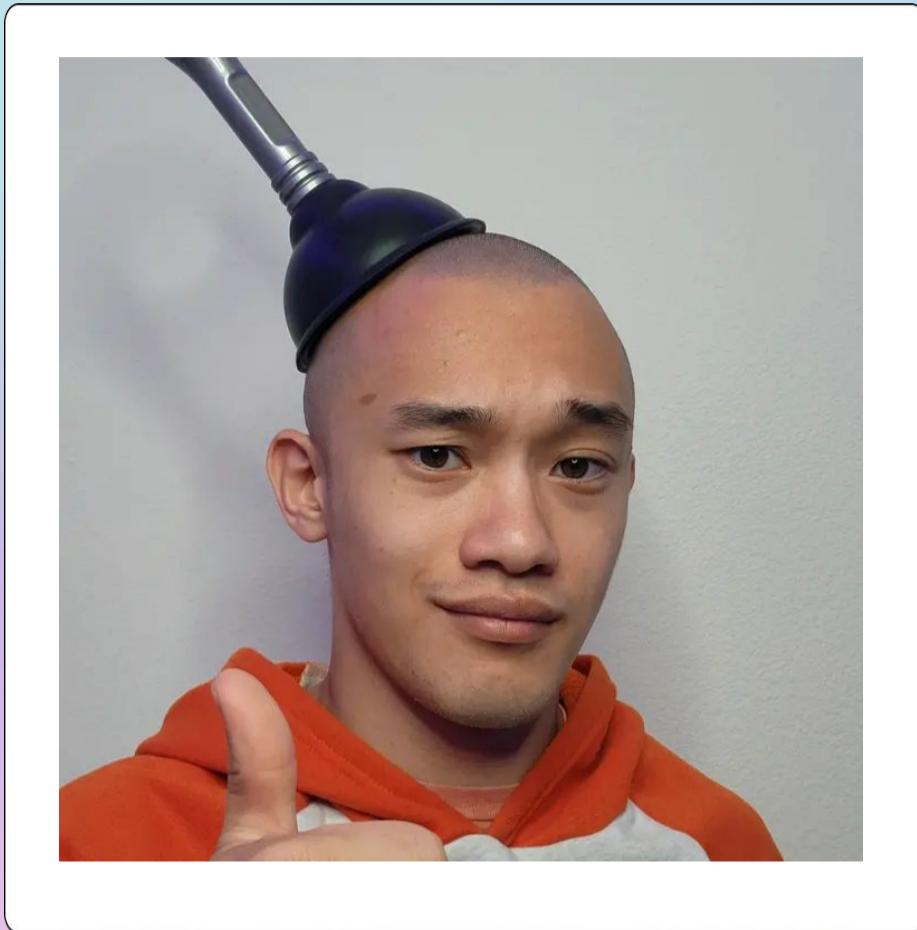


Emerald Gordon Wulf is a contortionist that has dedicated her rapidly growing page to the art. Her follower count grew from **15,309** to **390,800** over the quarter, which is an overall growth of **375,491 followers**. Her followers grew **1%** from January to February, then **118%** from February to March. At the end of the quarter, however, they grew **1063%**.

<p>1%</p>	<p>118%</p>	<p>1063%</p>	<p>310K</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar -Apr	Engagement

bitesizedbryan

@bitesizedbryan

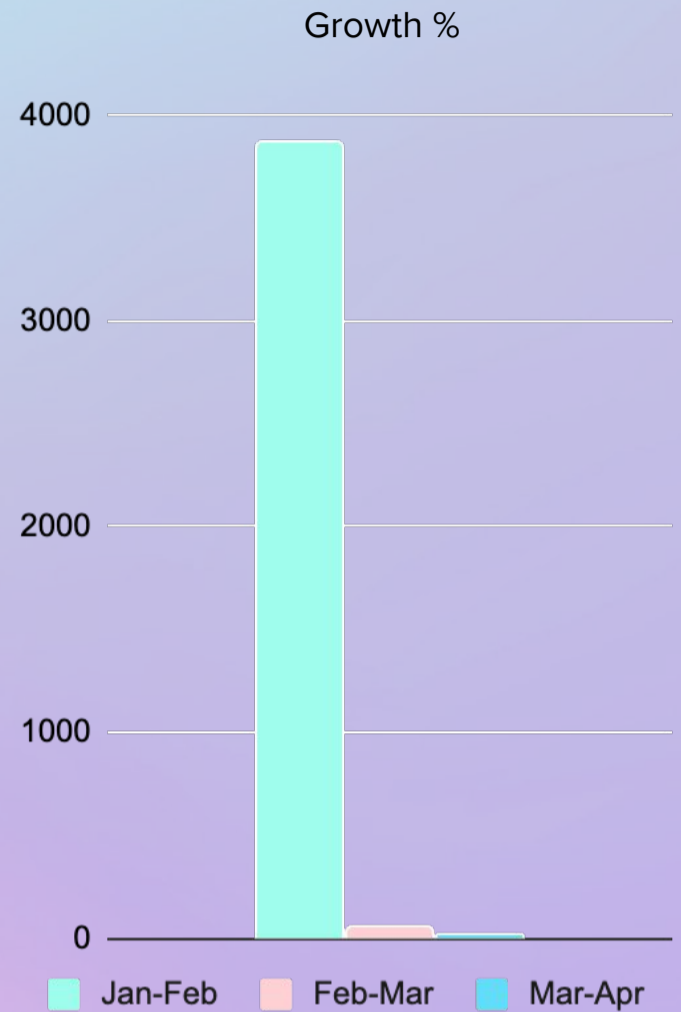


Bryan is an ASMR TikTok who started the quarter with **73,982 followers** and ended with **464,550**. This increase of **390,568** followers splits into a **21%** growth from February to March and **420%** from March to April.

<p>0%</p>	<p>21%</p>	<p>420%</p>	<p>286K</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar - Apr	Engagement

Buttered Side Down

@thebutteredsidedown

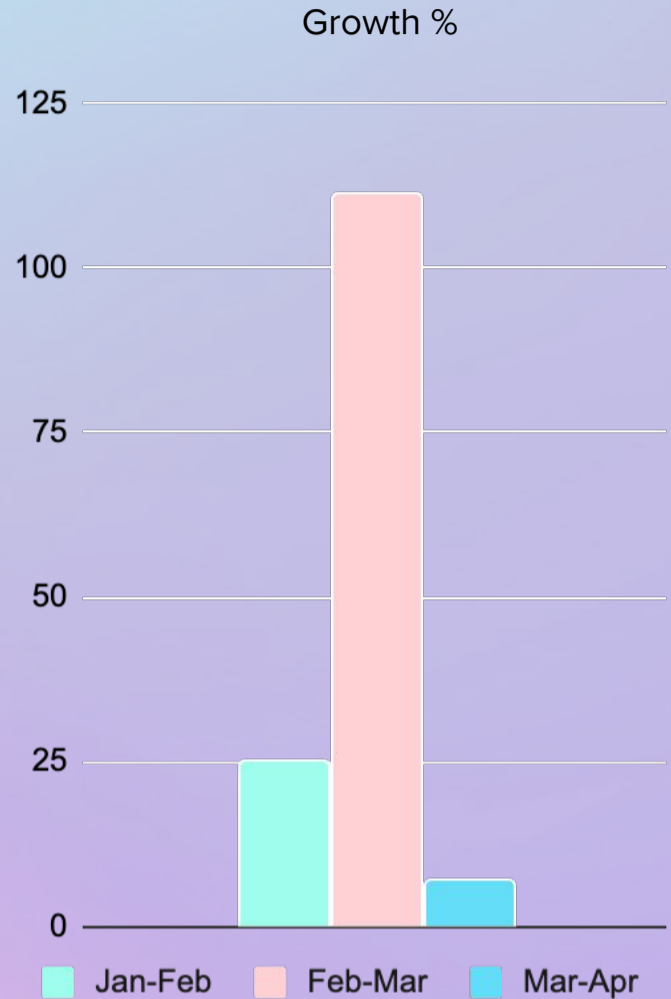


Reality defying comedy account Buttered Side Down gained **682,113** followers, jumping from **9,620** to **691,733** by the end of April. The page grew a whopping **3,870%** from January to February, **54%** from February to March, and **18%** from March to April.

<p>3,870%</p>	<p>54%</p>	<p>18%</p>	<p>1.2M</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar - Apr	Engagement

Sara Underwood

@sara_underwood



Sara Underwood is a lifestyle creator who posts about her life building forest cabins in the Pacific Northwest. Her following grew from **51,727** to **145,500** over the course of the quarter. This is an increase of **93,773 followers**, growing **25%** in the first months, **111%** from February to March, and slowing to **7%** between March and April.

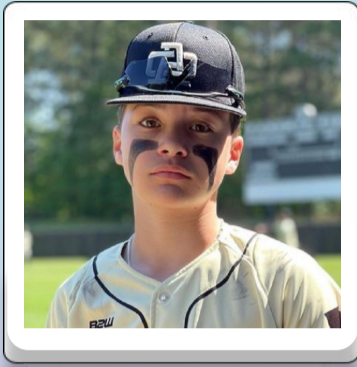
<p>25%</p>	<p>111%</p>	<p>7%</p>	<p>563K</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar - Apr	Engagement

Instagram



Top Growing Creators on Instagram in Q1

% Jan - Mar



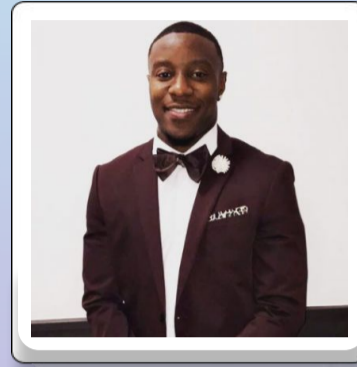
Jaden



4366%

Growth

% Jan - Apr

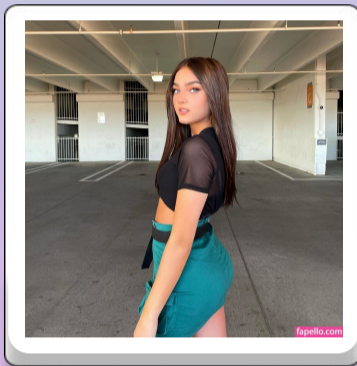


Jarrette Jones



16,465%

Growth

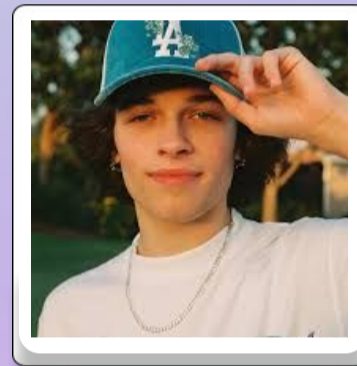


Savannah Moss



189%

Growth

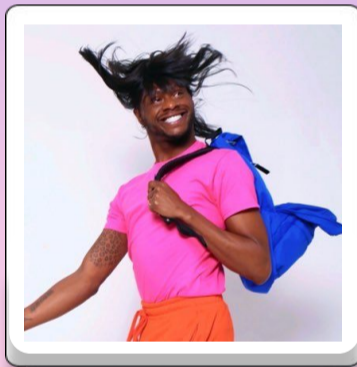


Chris Sturniolo



171%

Growth

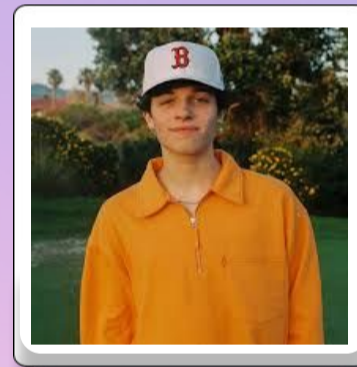


Nick Trawick



6450%

Growth



Matthew Sturniolo



180%

Growth



Bryan Major



373%

Growth

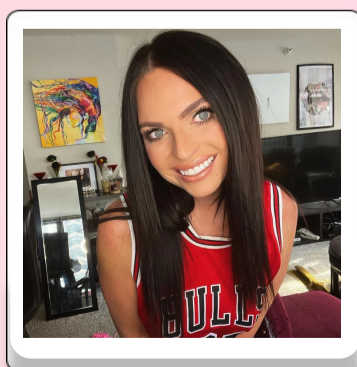


Nick Matt Chris



190%

Growth

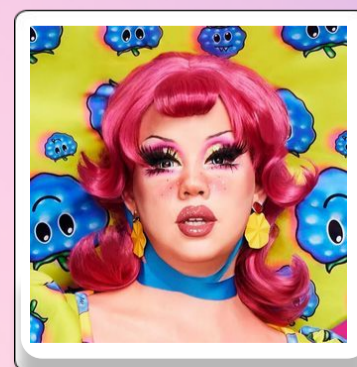


Danielle Ruhl-Thompson



27,416%

Growth



Willow Pill

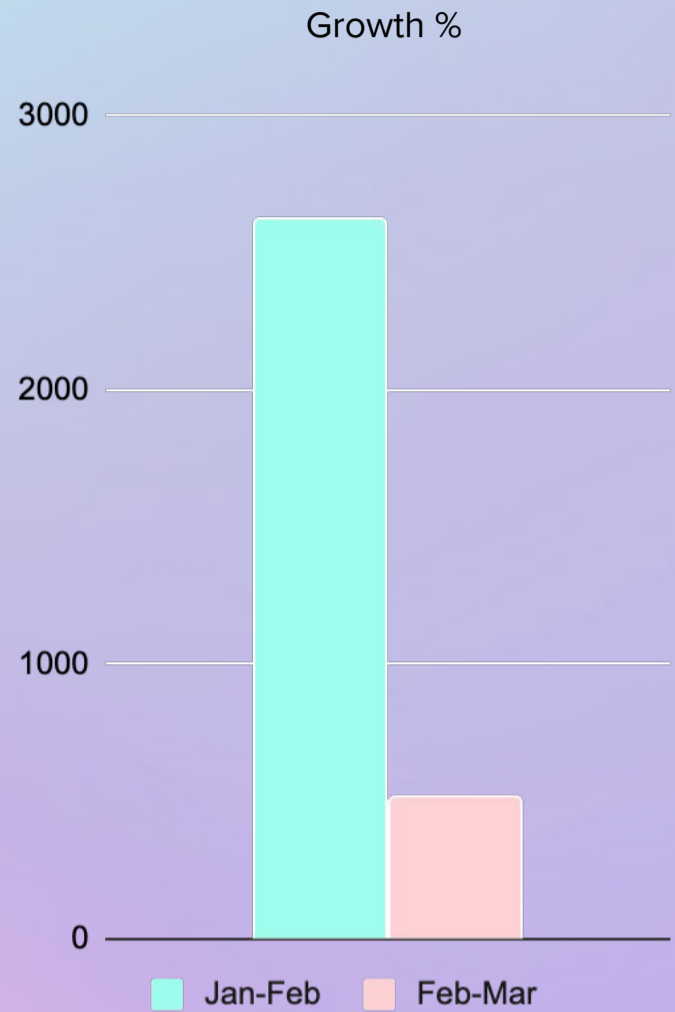
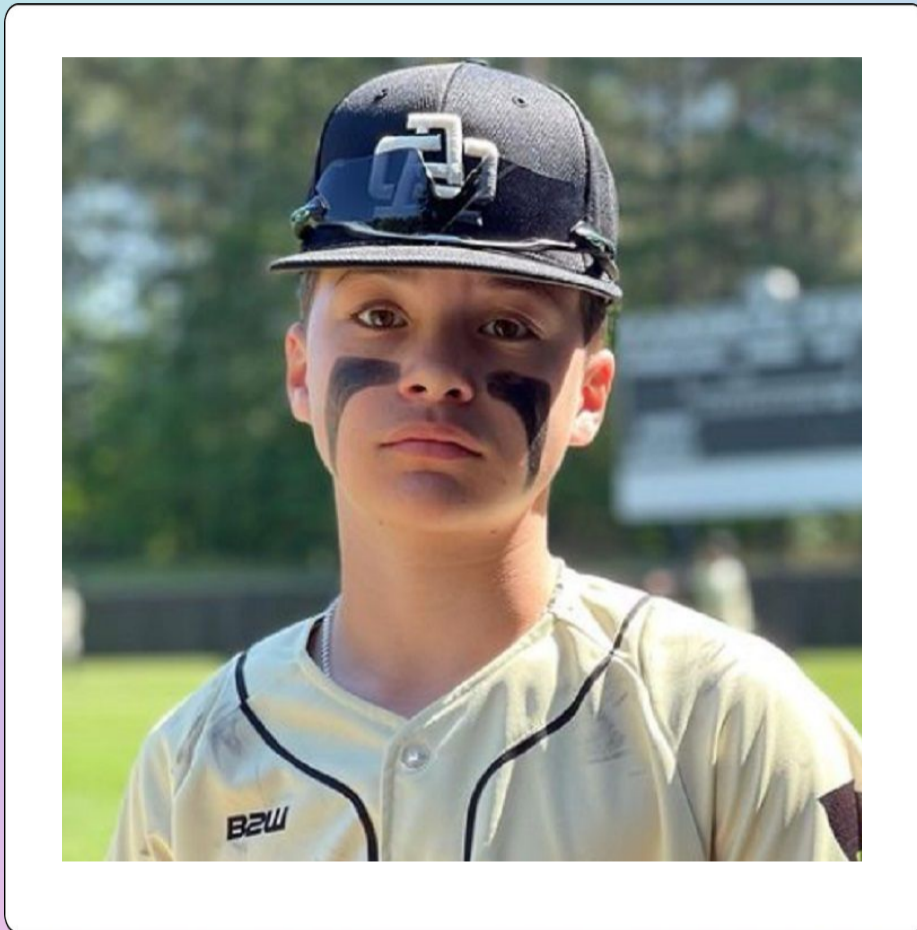


125%

Growth

Jaden

@onwardjdub

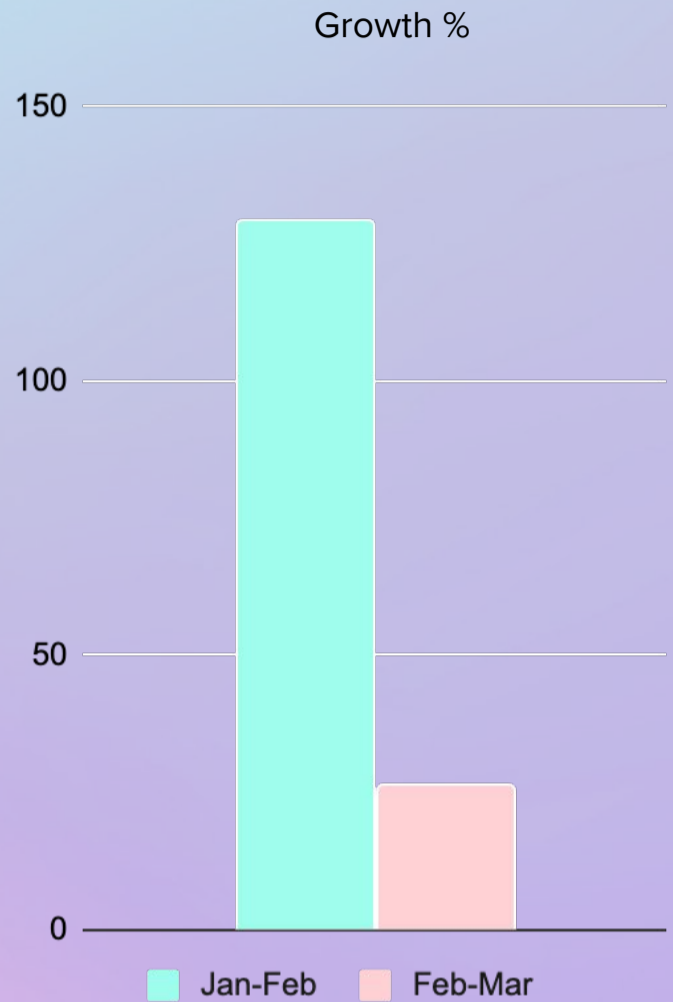
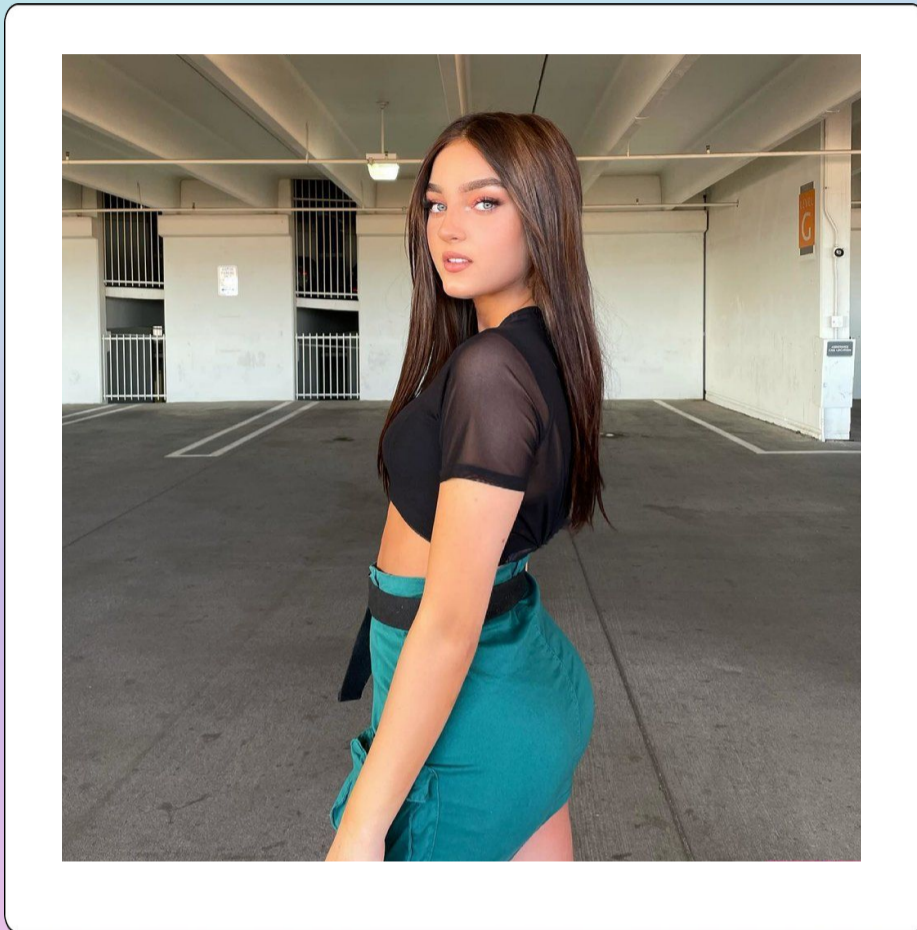


Jaden is a young baseball player who gained **830,945 followers** in Q1, growing from **19,032** to **849,977**. From January to February, his follower count grew **467%**. From February to March, it grew **186%**, smaller in comparison but still a hefty increase.

<p>467%</p>	<p>186%</p>	<p>1.1M</p>	<p>32.0%</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement Rate

Savanah Moss

@savanahmoss

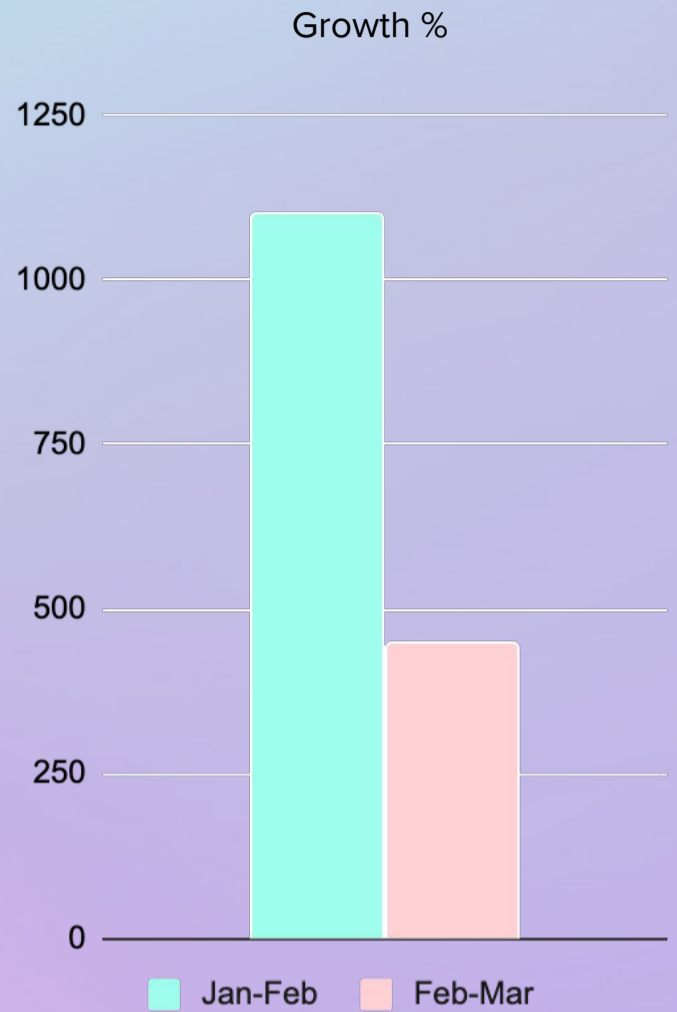


Savanah Moss is an actress newly popular on Instagram, beginning the year with **190,843 followers** and amassing **553,118** by the end, which is an increase of **362,275**. Her followers grew **129%** from January to February, then **26%** from February to March.

<p>129%</p>	<p>26%</p>	<p>625K</p>	<p>28.0%</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement Rate

Nick Trawick

@nicktrawick13

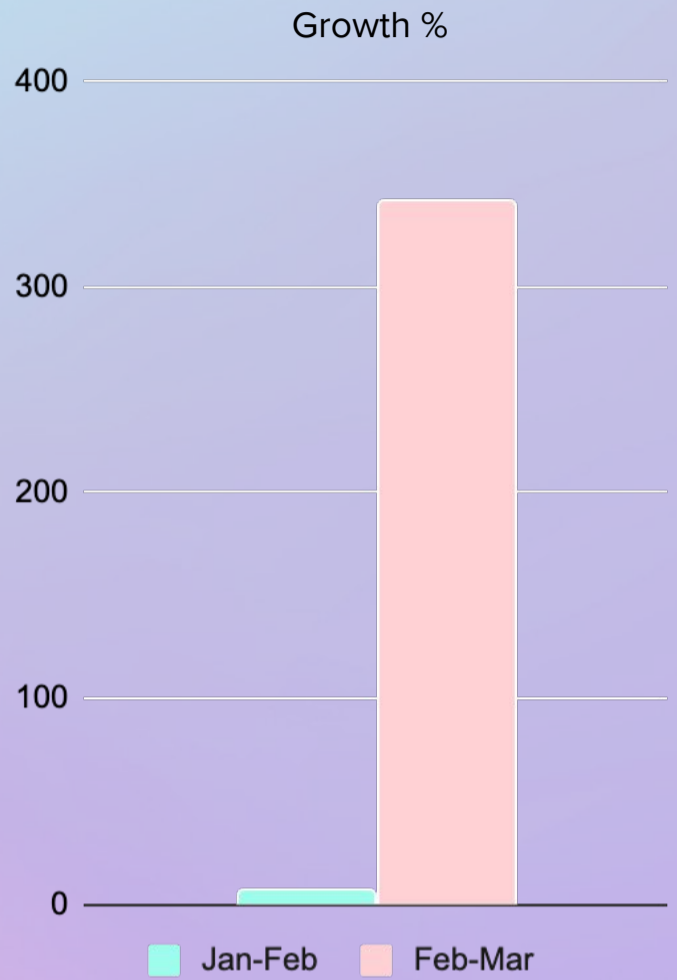


Throughout the quarter, comedy influencer Nick Trawick grew his audience from **6,145 followers** to **402,558**. From January to February, his account grew an impressive **1100%**. From February to March, it grew **446%**, contributing to a total growth of **396,413 followers**.

<p>1,100%</p>	<p>446%</p>	<p>606K</p>	<p>26.0%</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement Rate

Bryan Major

@thecrystalcollector

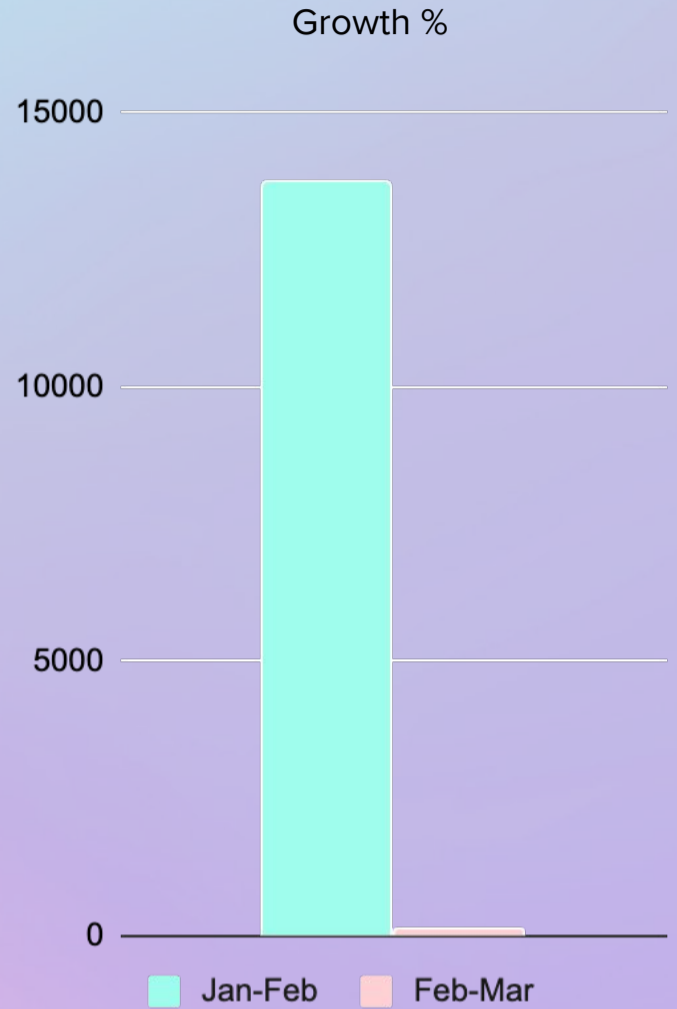
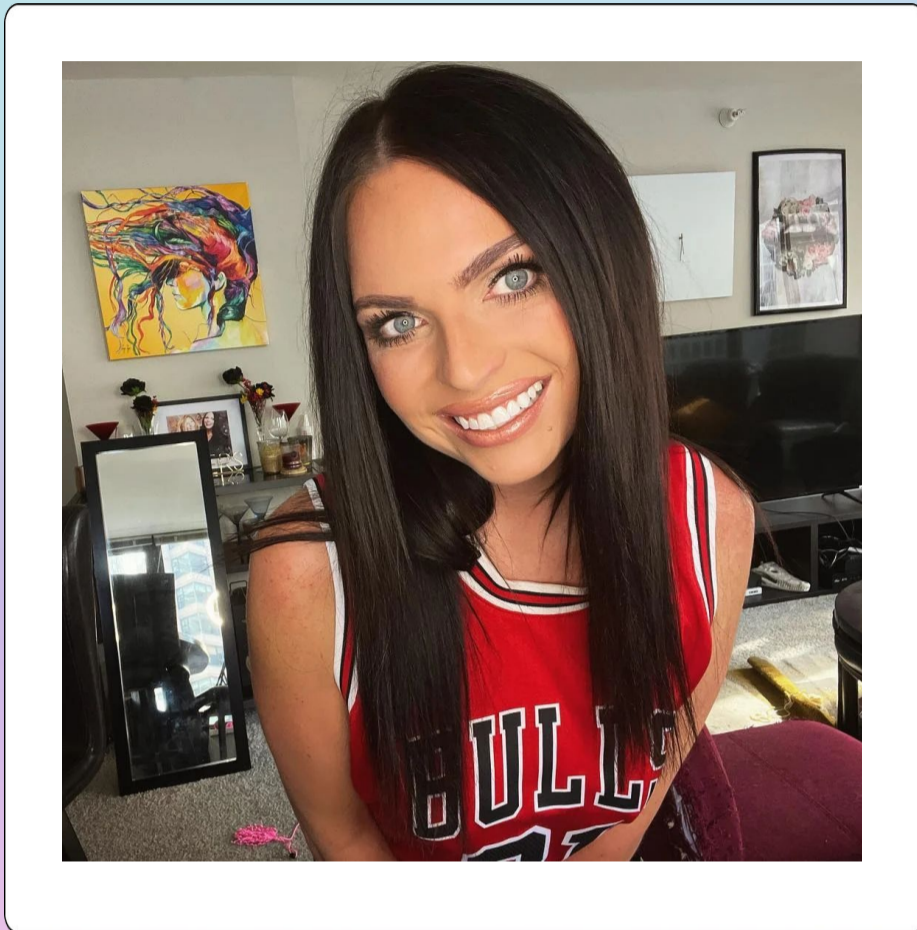


Bryan Major is a miner and crystal collector sharing his finds on Instagram. His account grew from **92,691 followers** to **438,456**, which is an increase of **345,765**. From January to February, his followers grew **7%** and **342%** from February to March.

<p>7%</p>	<p>342%</p>	<p>565K</p>	<p>3.43%</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement Rate

Danielle Ruhl-Thompson

@dnellruhl

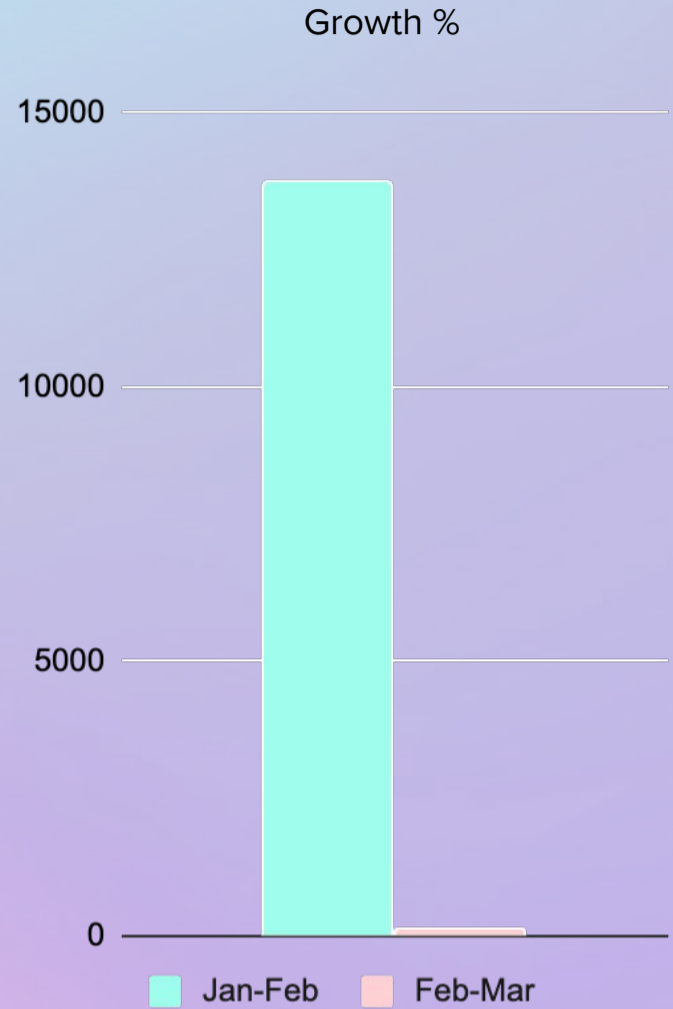
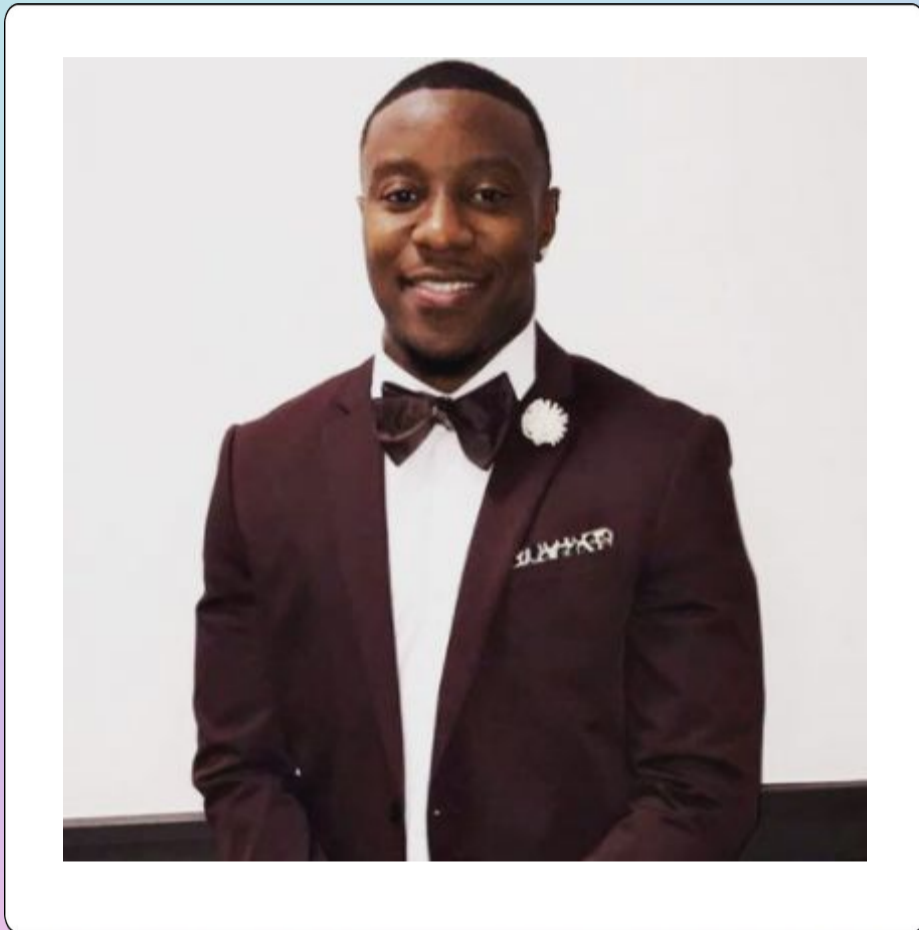


Danielle Ruhl-Thompson is a lifestyle creator who rose to fame after appearing on the Netflix reality dating show, *Love is Blind*. She gained **430,164 new followers**, boosting her numbers from **1,569** to **431,733**. From January to February, her followers increased by **13,708%**, then **99%** from February to March.

<p>13,708%</p>	<p>99%</p>	<p>553K</p>	<p>9.00%</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement Rate

Jarrette Jones

@thejjones_05

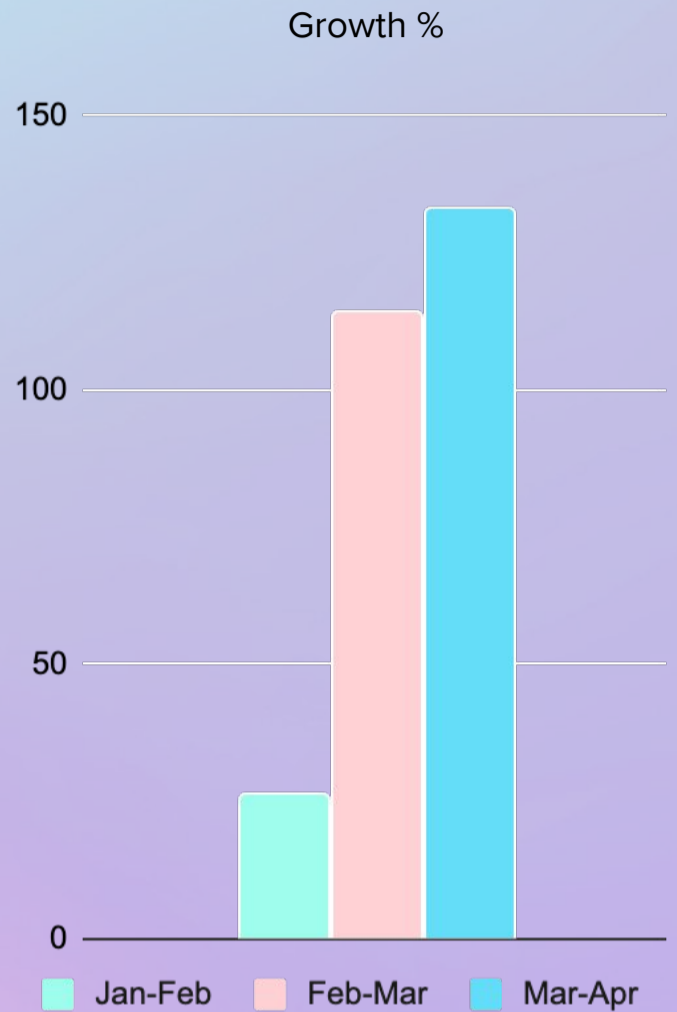
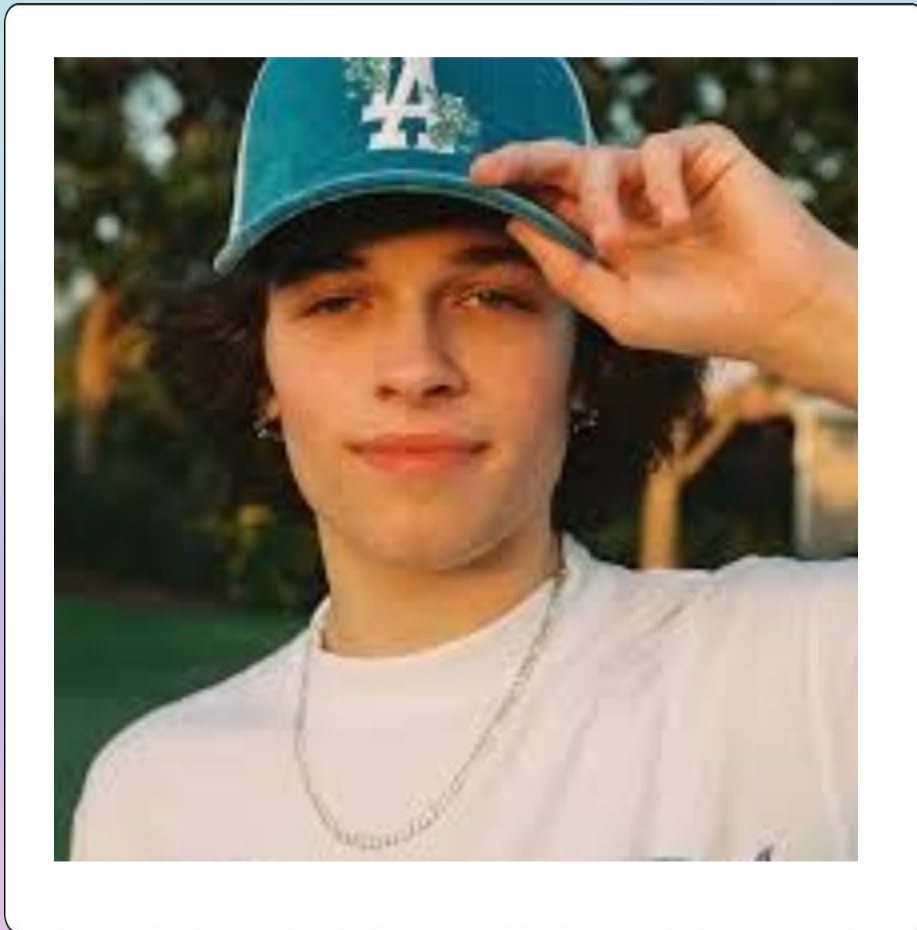


Jarrette Jones, like Danielle, gained fame after appearing on *Love is Blind* and has since been working as a content creator. His following increased by **439,610 followers** over the course of the quarter, growing from **2,670** to **442,280**. From January to February, his follower count grew **8,232%**. From February to March, it grew **99%**.

<p>8,232%</p>	<p>99%</p>	<p>569K</p>	<p>14.0K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement Rate

Chris Sturniolo

@christophersturnolio

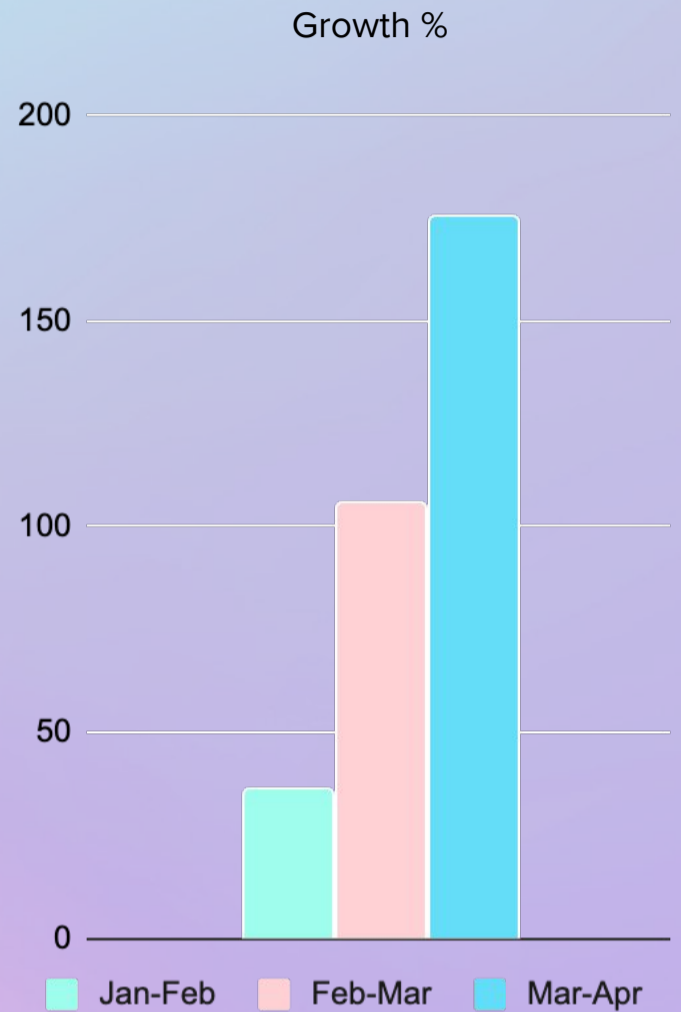
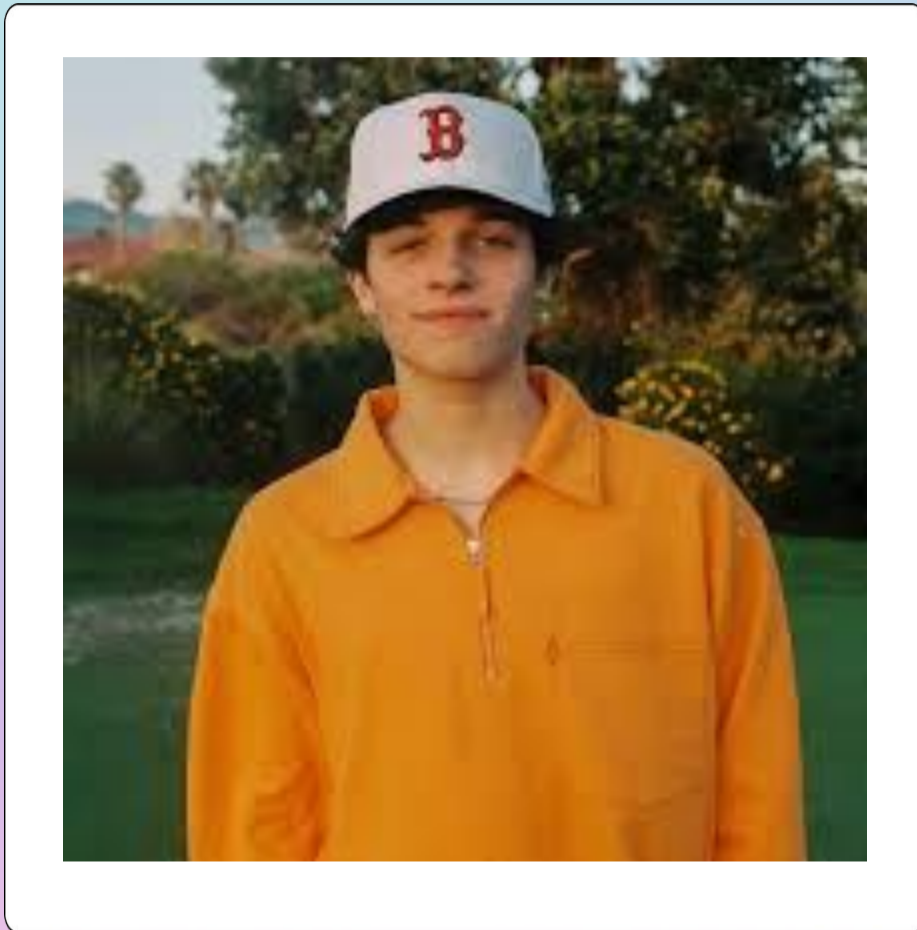


Chris Sturniolo is an Instagram lifestyle creator who grew from **117,437 followers** to **742,016, 430,164 followers** throughout the first quarter. The **624,579 follower** jump began across January to February with a **26%** increase. From February to March, they increased by **114%**. Finally, from March to April, they grew **133%**.

<p>26%</p>	<p>114%</p>	<p>133%</p>	<p>1.0M</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar - Apr	Followers

Matthew Sturniolo

@matthew.sturniolo

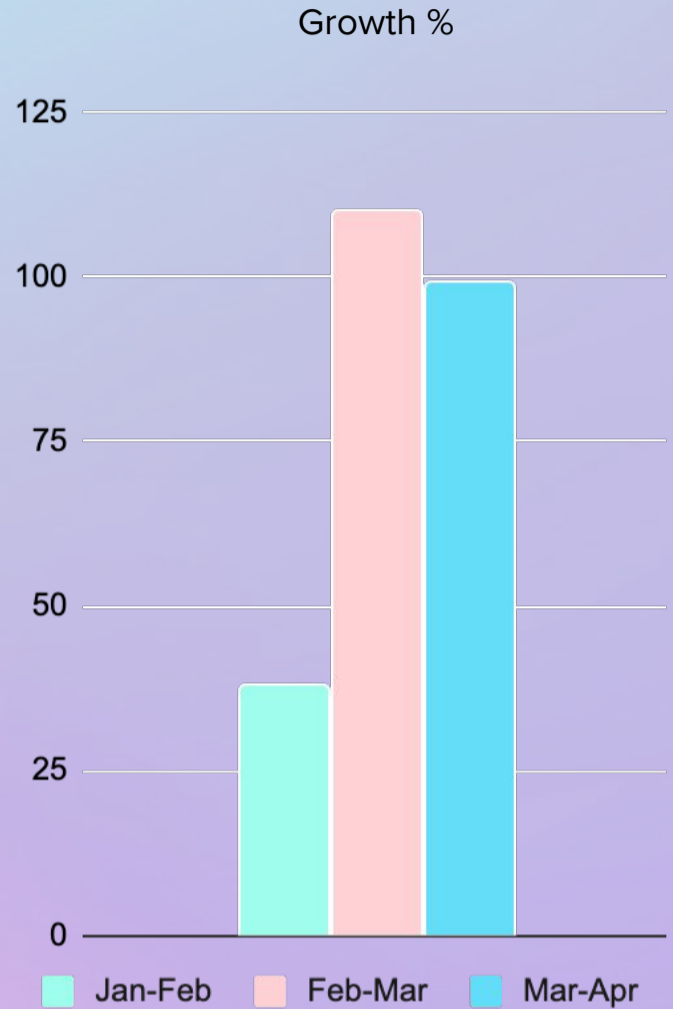


Matthew Sturniolo is a lifestyle creator who, like his brother, was one of the fastest growing creators of Q1 on Instagram. He gained **550,992 followers** in Q1, growing from **82,134** to **633,126**. From January to February, his follower count grew **25%**, from February to March, it grew **111%**, and, in the final stretch, grew **7%**.

<p>25%</p>	<p>111%</p>	<p>7%</p>	<p>563K</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar - Apr	Followers

Nick Matt Chris

@sturniolo.triplets

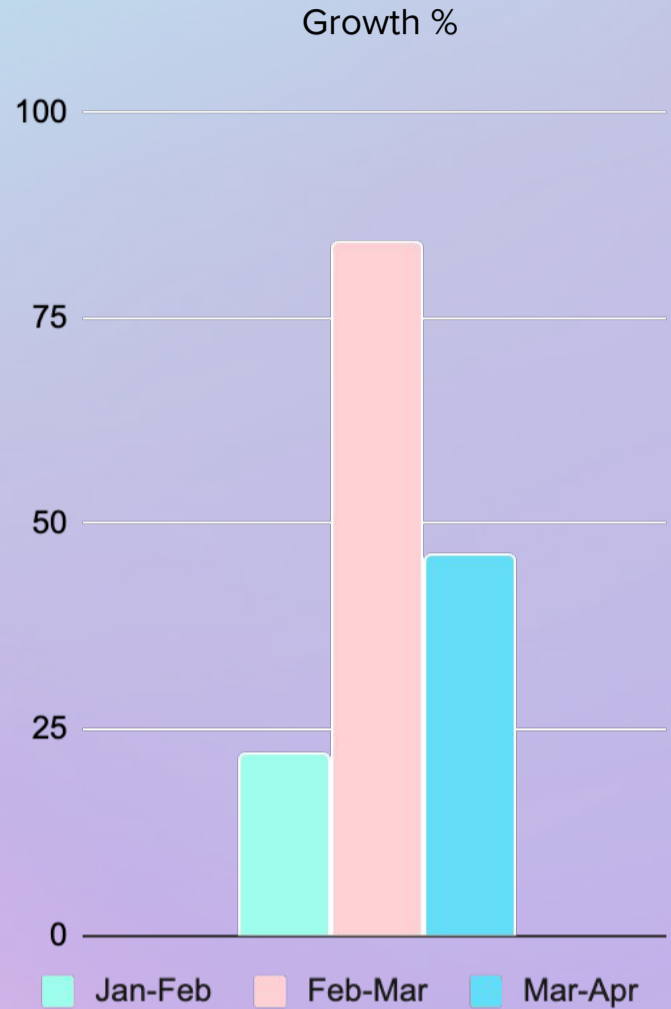


The Sturniolo Triplets, Nick, Matt, and Chris, also run a group page. Their following on Instagram grew from **72,373** to **419,259** over the course of the quarter, increasing by **346,886 followers**. For each set of months, their followers grew **38%**, **110%**, then **99%**.

<p>38%</p>	<p>110%</p>	<p>99%</p>	<p>874K</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar - Apr	Followers

Willow Pill

@willowpillqueen



Willow Pill is a beauty and fashion creator who won season 14 of *RuPaul's Drag Race*. She gained **378,978 new followers**, growing from **166,386 followers** to **545,364**. Her followers grew **22%** from January to February, **84%** from February to March, and **46%** to close out the quarter.

<p>22%</p>	<p>84%</p>	<p>46%</p>	<p>658K</p>
Growth Jan - Feb	Growth Feb - Mar	Growth Mar - Apr	Followers

YouTube





Top Growing Creators on YouTube in Q1

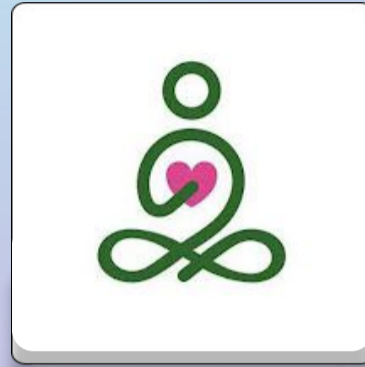


PaulVuTV



721%

Growth



Love Yourself



-1%

Growth

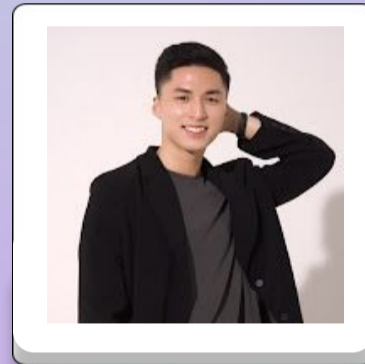


Jake Ceja



2175%

Growth

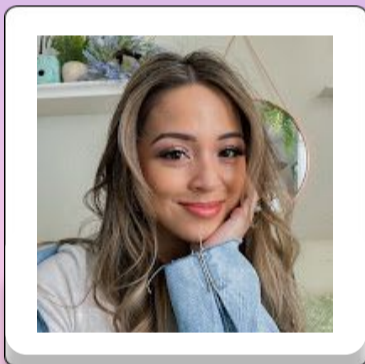


Hoàng Hôn Official



887%

Growth



Huyen Tran



2282%

Growth

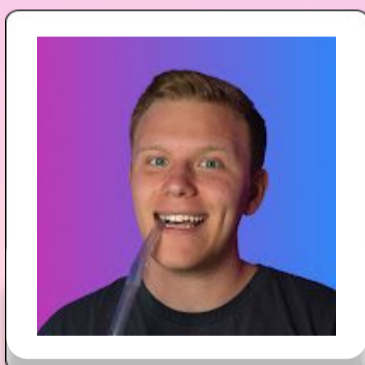


Jonny English



3,173%

Growth

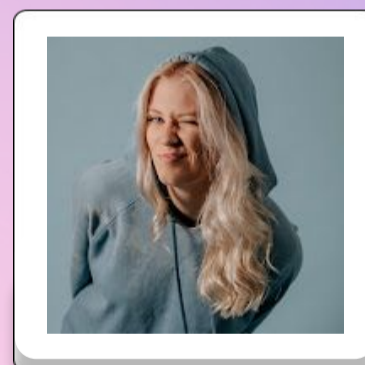


Landen Purifoy



822%

Growth

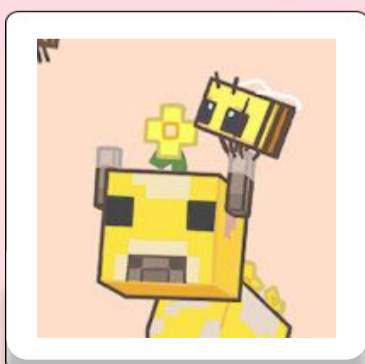


Liv Pearsall



1,498%

Growth

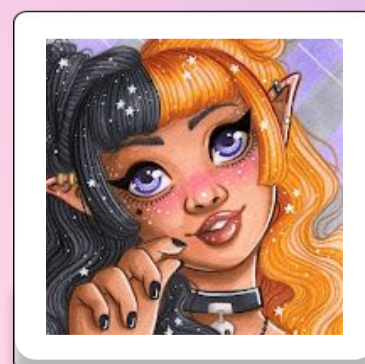


Ethobot



229%

Growth



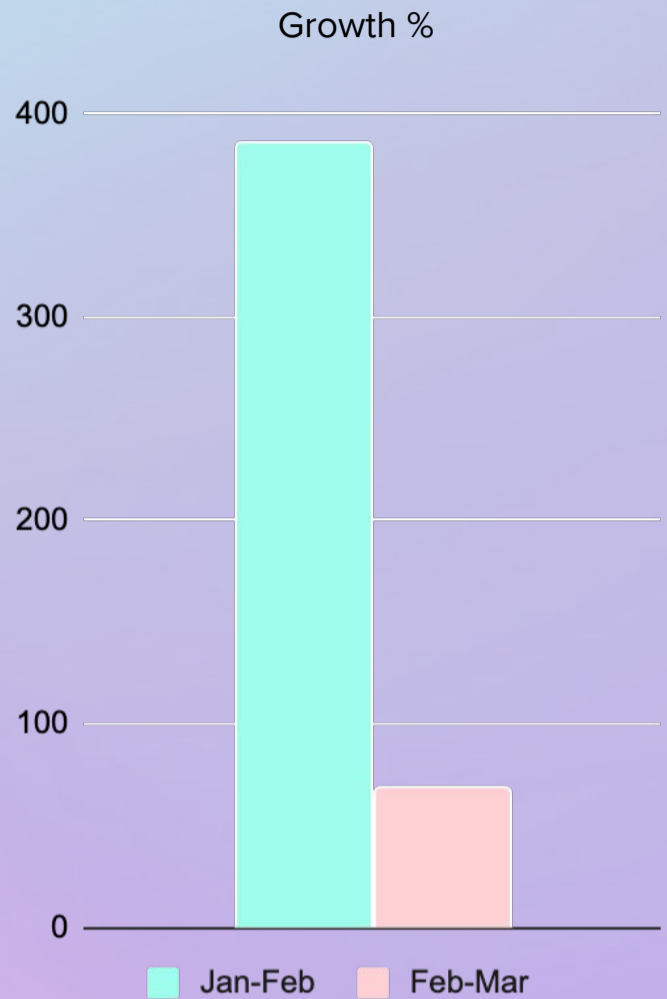
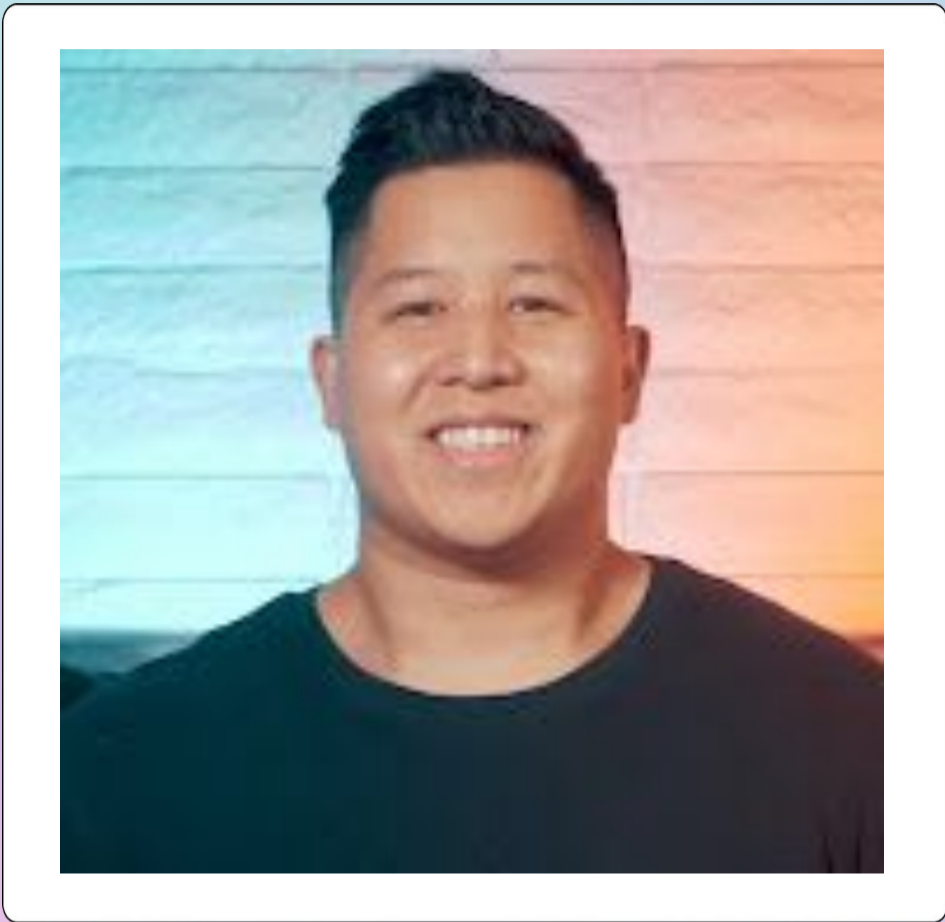
Creative Carrah



460%

Growth

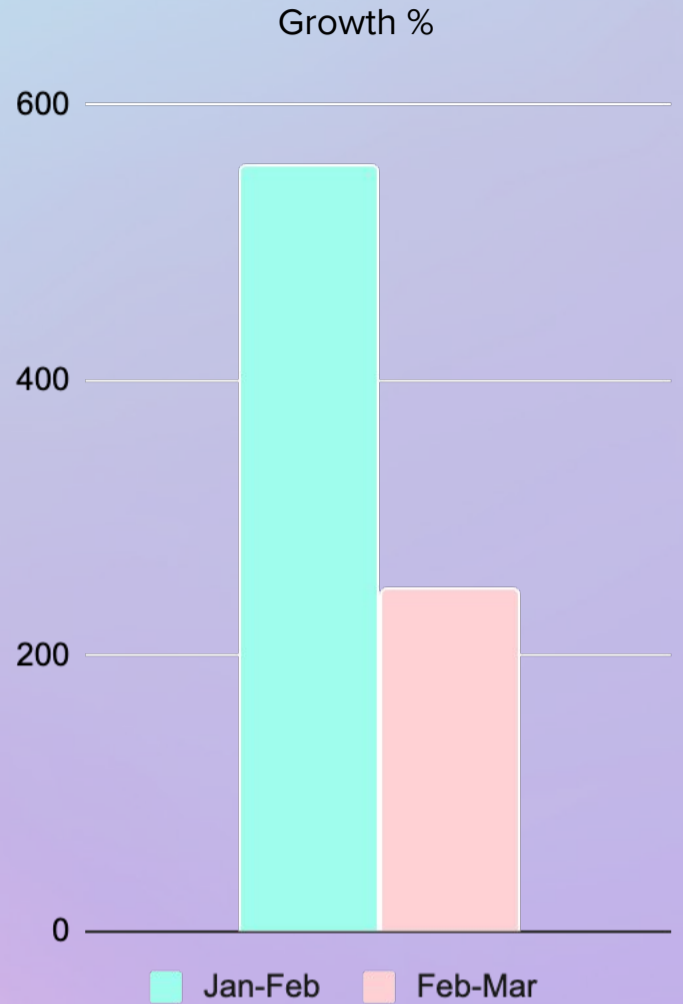
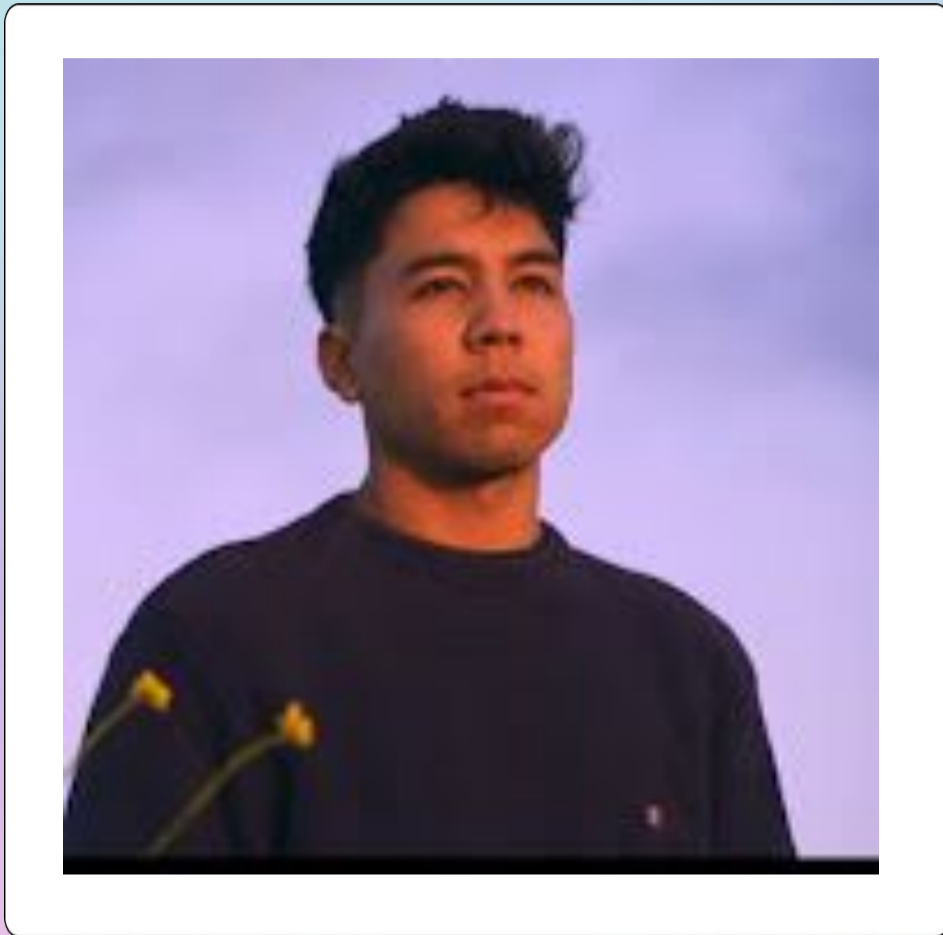
PaulVuTV



Paul Vu posts comedy and prank content, often in the form of YouTube Shorts. He gained an impressive **2,141,000 subscribers** in Q1, growing from **297,000** to **2,438,000**. From January to February, his subscriber count grew **385%**. From February to March, it grew **69%**.

<p>385%</p>	<p>69%</p>	<p>3.8M</p>	<p>168K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

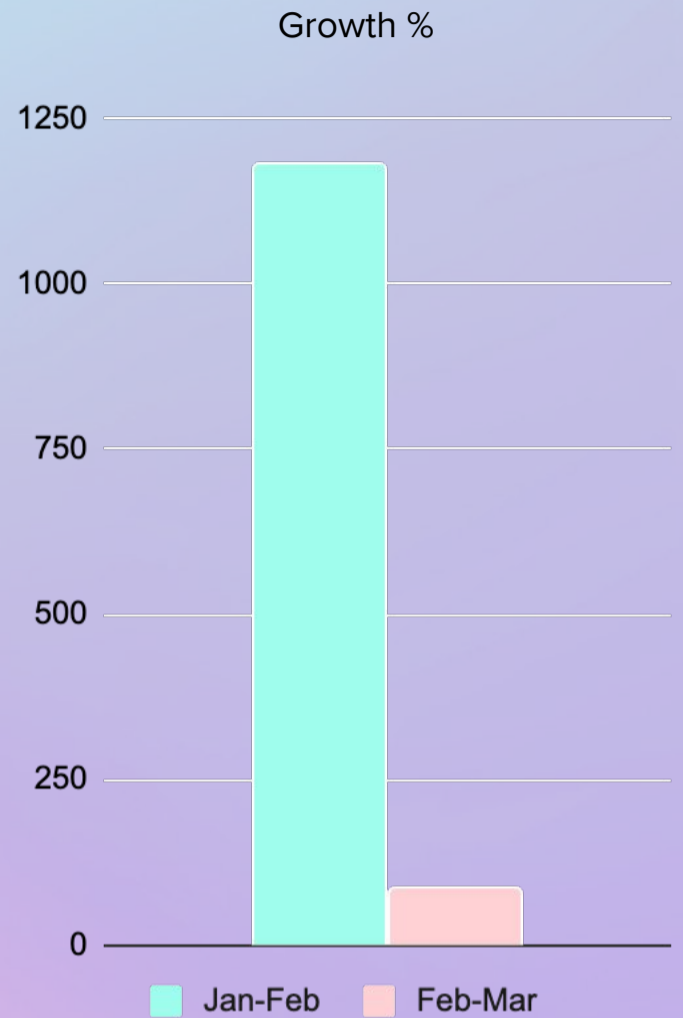
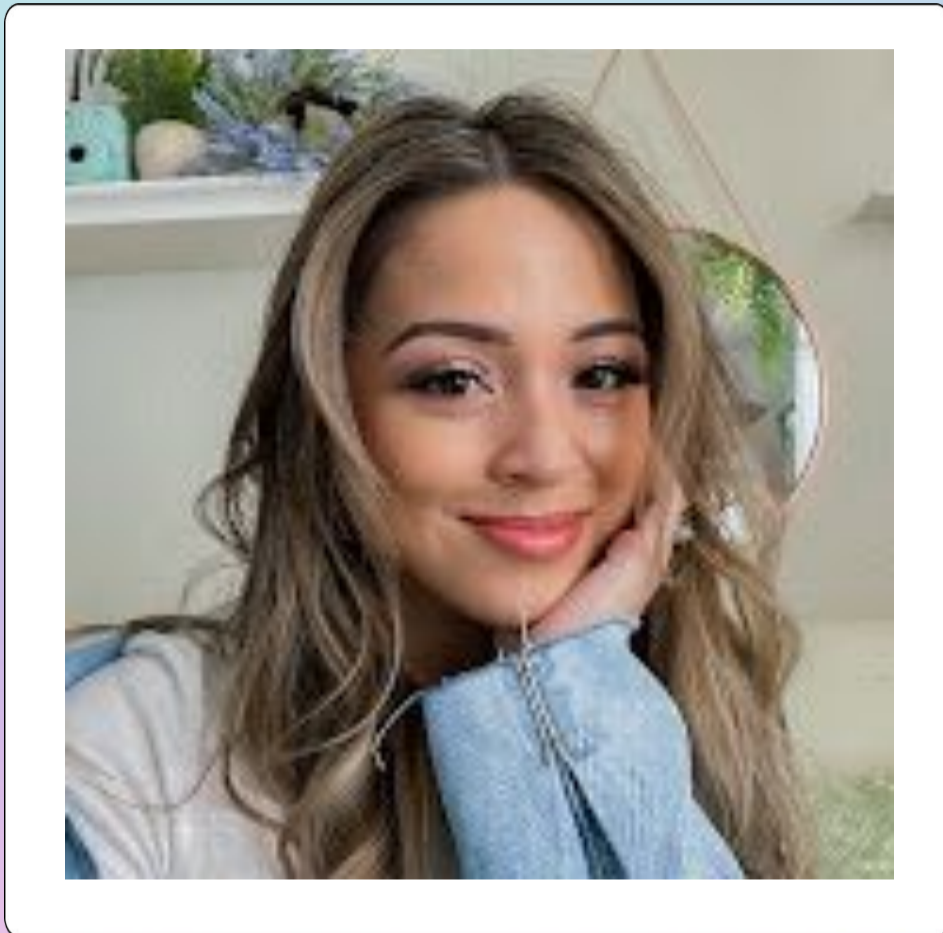
Jake Ceja



Jake Ceja is a photographer who posts videos of spontaneous photoshoots with breathtaking results on YouTube. By the end of the quarter he had gained **463,367 new followers**, going from **21,300 subscribers** to **484,667**. His subscribers grew **555%** from January to February and **247%** from February to March.

<p>555%</p>	<p>247%</p>	<p>1.04M</p>	<p>17K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

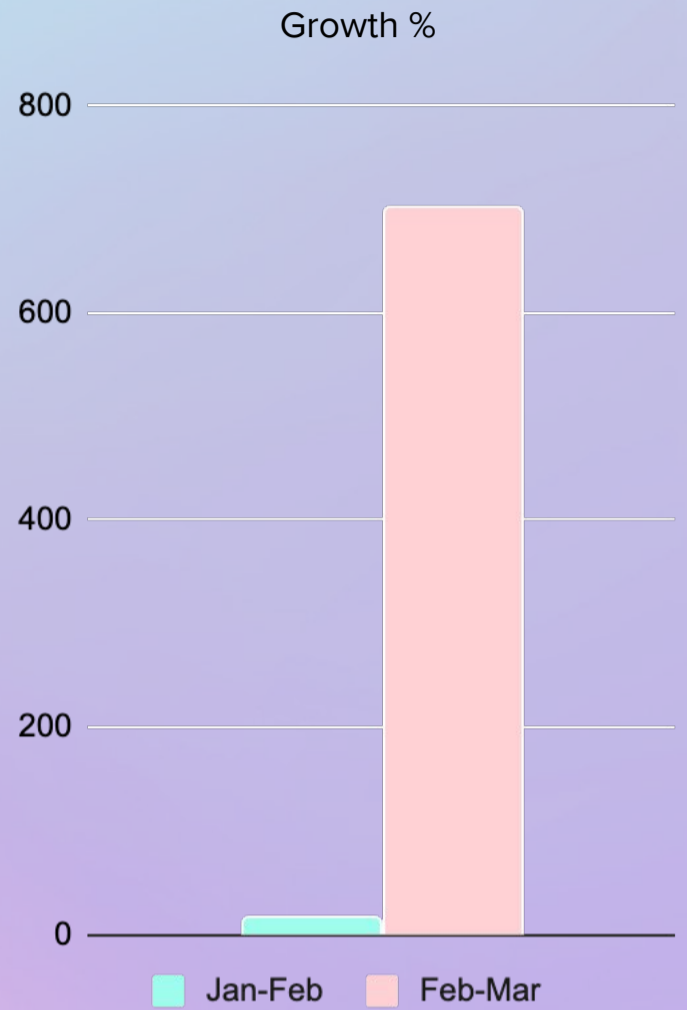
Huyen Tran



Huyen Tran, a comedy creator, gained **350,637 subscribers** in Q1, growing from **15,363** to **366,000 subscribers**. From January to February, her subscriber count grew **1,181%**. From February to March, it grew **86%**.

<p>1,181%</p>	<p>86%</p>	<p>606K</p>	<p>24.5K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

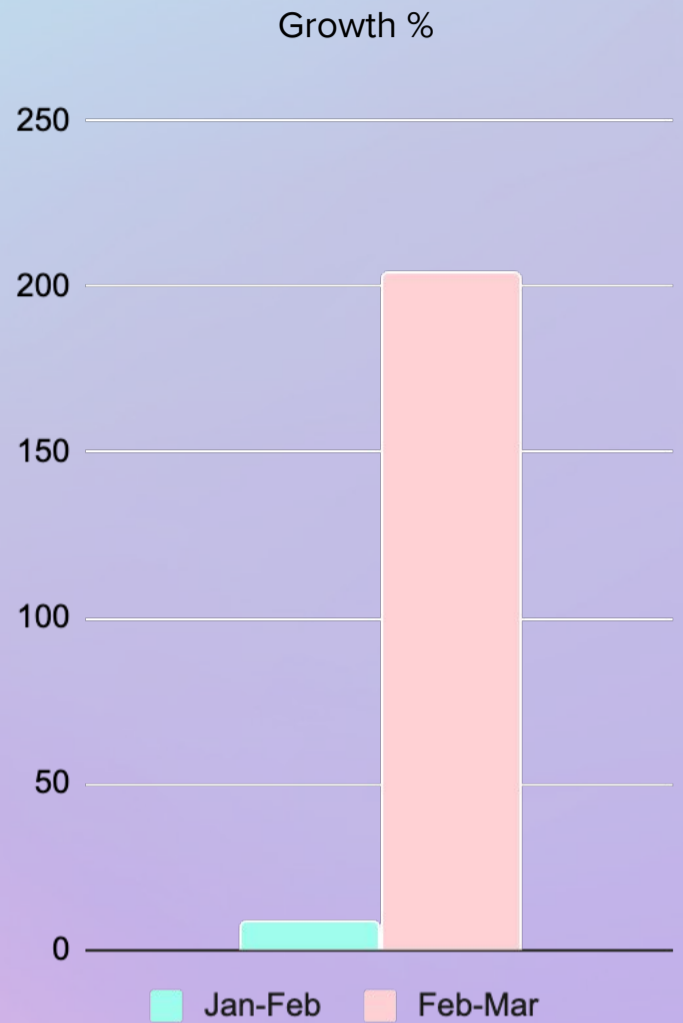
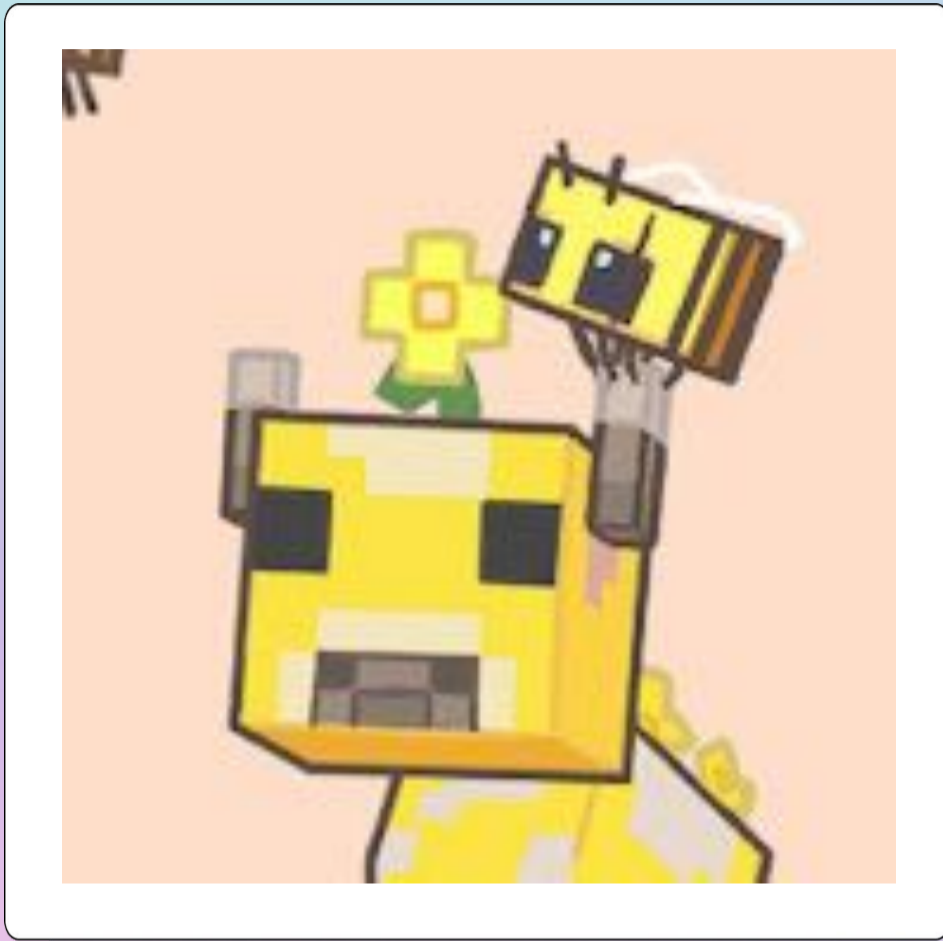
Landen Purifoy



Landon Purifoy posts music videos on the platform using a Talkbox. Over the quarter, he grew from **37,000 subscribers** to **121,900**, gaining **84,900 new subscribers**. He saw **15%** growth from January to February, then **702%** from February to March.

<p>15%</p>	<p>702%</p>	<p>624K</p>	<p>70K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

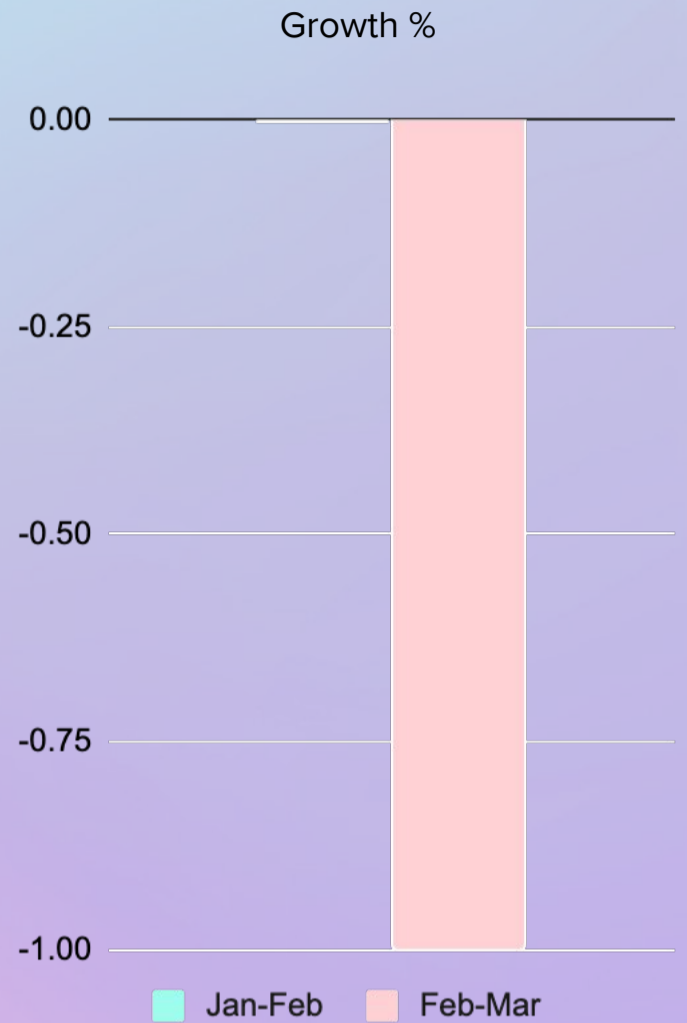
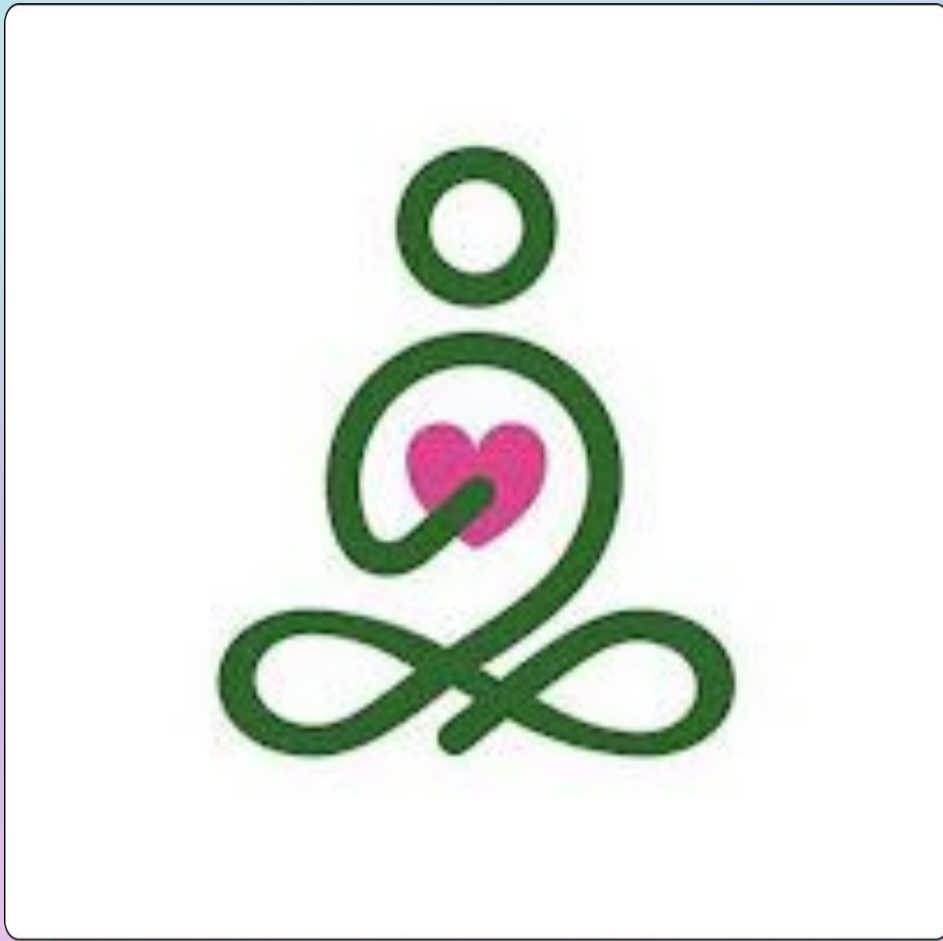
Ethobot



Ethobot, a channel featuring various Minecraft variations, grew from **25,950 subscribers** to **239,250**. To gain these **213,300** new viewers, their subscriber count grew **8%** from January to February and **204%** from February to March.

<p>8%</p>	<p>204%</p>	<p>848K</p>	<p>3.7K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

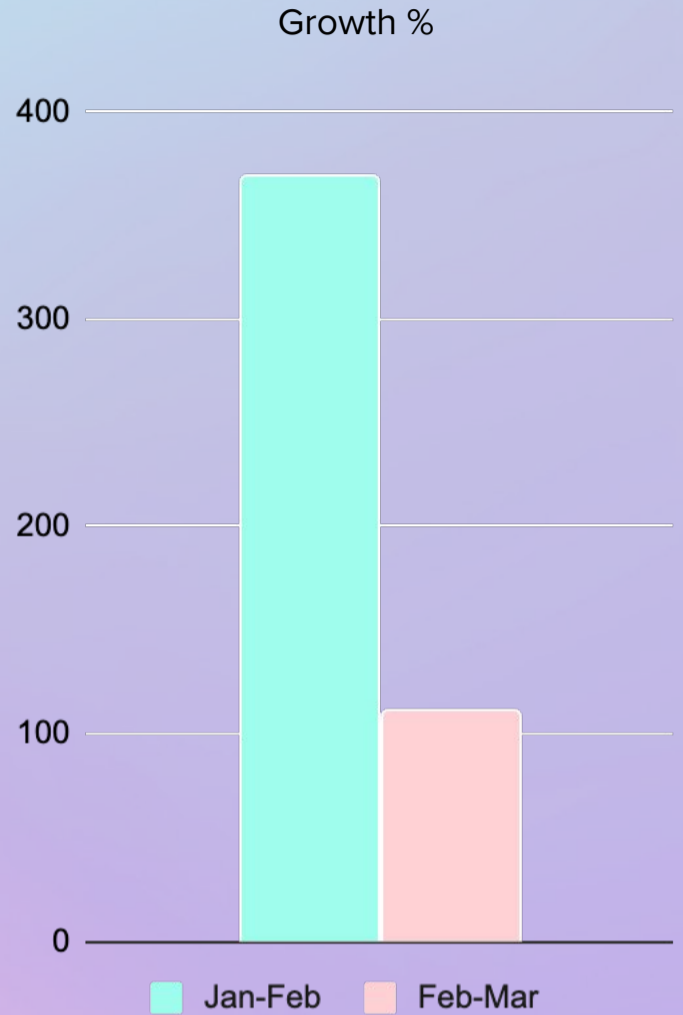
Love YourSelf



Love YourSelf is a YouTube account posting hours of relaxing music. As one of the fastest growing accounts in Q1, their subscriber count went from **154,000** to **153,200**. Their following grew 0% from January to February and decreased by **1%** during the last months.

<p>0%</p>	<p>-1%</p>	<p>490K</p>	<p>2.1K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

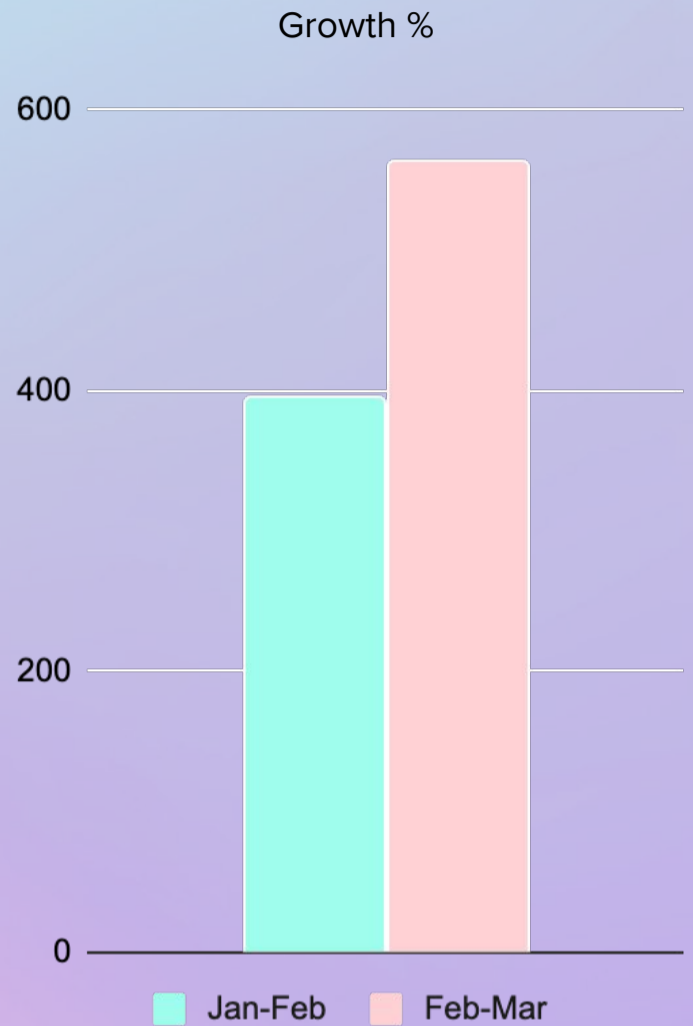
Hoàng Hôn Official



Hoàng Hôn’s comedy account gained **231,640**, growing from **26,110 subscribers** to **257,750**. From January to February, his subscribers grew the most with a **368%** increase. From February to March, they still grew **111%**.

<p>368%</p>	<p>111%</p>	<p>479K</p>	<p>56.4K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

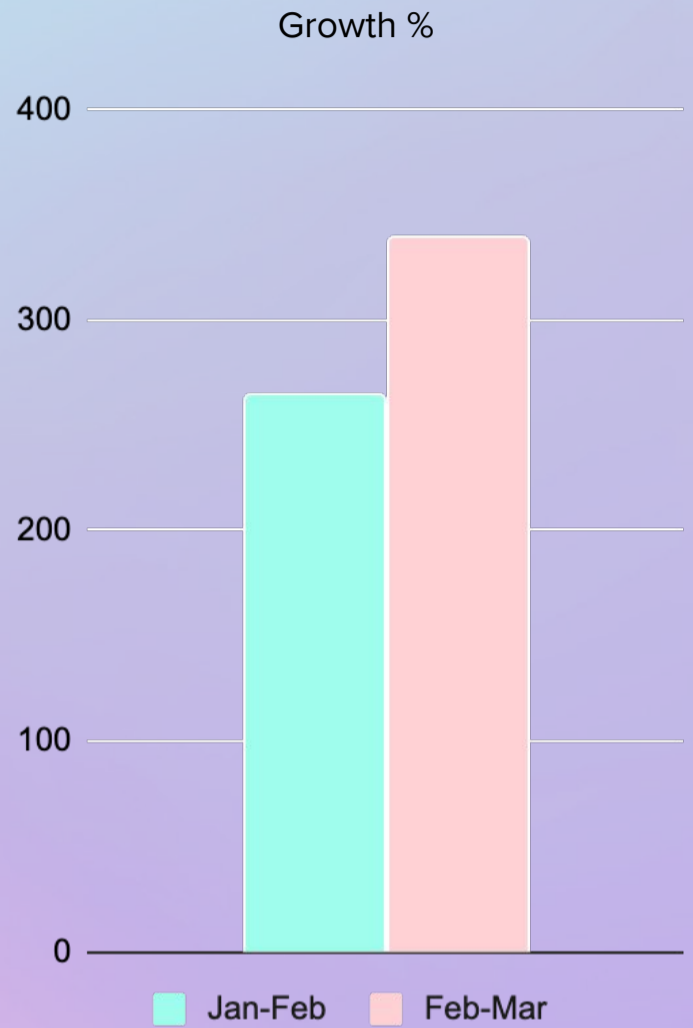
Jonny English



Jonny English, a comedy creator making use of the YouTube Shorts feature, grew from **6,592 subscribers** to **215,750**. This increase of **209,158 subscribers** came from a **394%** growth during January and February, and **563%** growth from February to March.

<p>394%</p>	<p>563%</p>	<p>440K</p>	<p>54.3K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

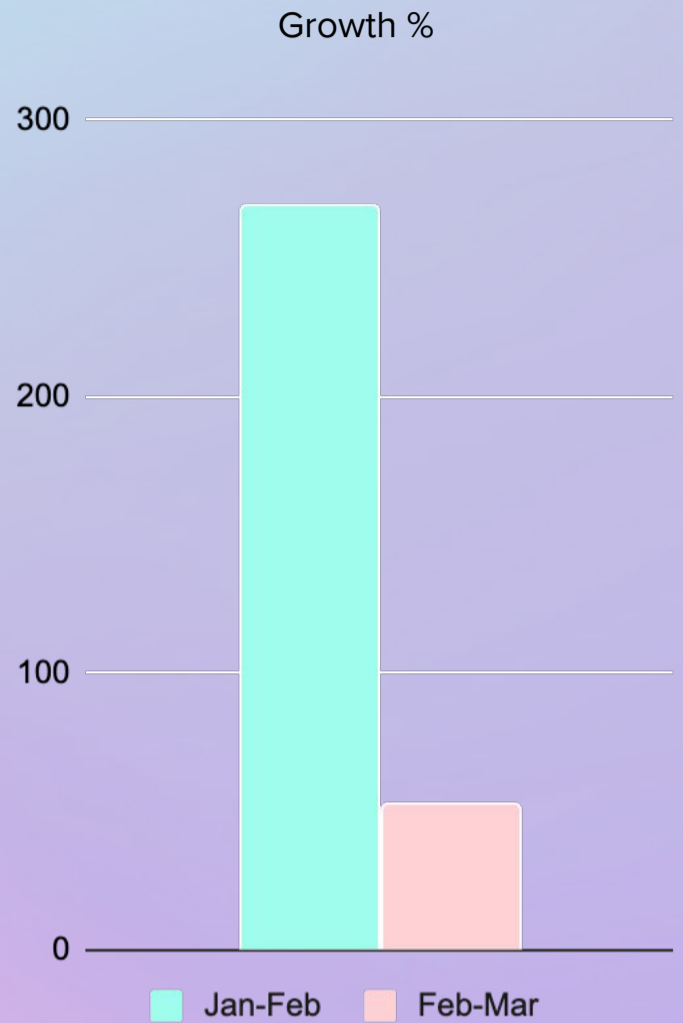
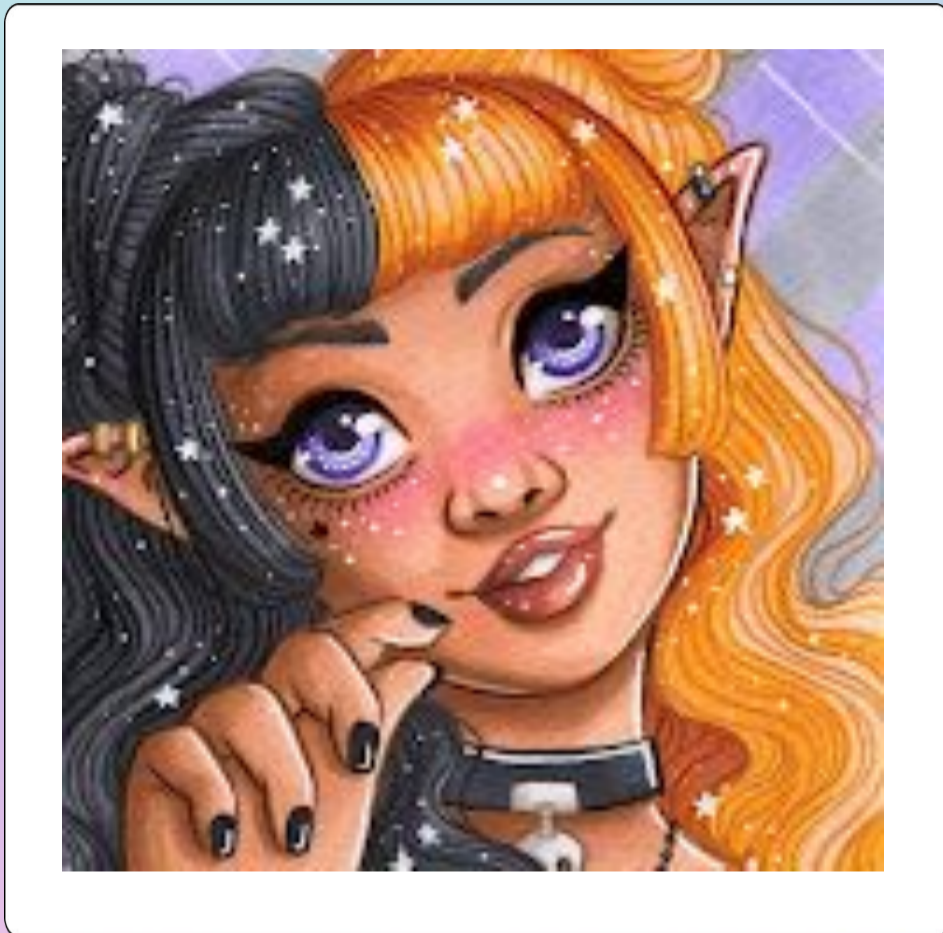
Liv Pearsall



Lifestyle creator Liv Pearsall grew her subscriber count from **12,300** to **196,500** over the course of the quarter, gaining a total of **184,200 new subscribers**. From January to February, her following grew **264%**. Then, from February to March, it grew **339%**.

<p>264%</p>	<p>339%</p>	<p>574K</p>	<p>109K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

Creative Carrah



YouTube artist Creative Carrah gained **166,738 subscribers** in Q1, growing from **36,262** to **203,000**. From January to February, her subscriber count grew **269%**, and from November to December it grew **52%**.

<p>269%</p>	<p>52%</p>	<p>437K</p>	<p>131K</p>
Growth Jan - Feb	Growth Feb - Mar	Followers	Engagement

Editor's Note

This report highlights the 30 fastest growing creators of Q1 of 2022. We identified creators from the three most influential platforms in the industry: YouTube, Instagram, and TikTok. With growth rates up to 29,000% over the span of one month, many of these individuals saw their lives and opportunities change overnight. That's the beauty of the creator economy.

And while creators are only one aspect, they are at its center. They are the focal point around which every other aspect revolves – and they are absolutely essential to its prosperity.

Today, we are seeing creators harness this power like never before. Social media platforms are incredibly fast-paced, and there are millions of creators trying to make their way to the top. While it's easy to say that blowing up on a platform is a result of pure luck, it takes much more to achieve monumental and lasting success. For these fastest growing creators, this is only the beginning. Their next challenge is to maintain that growth and continue making their mark on the industry.



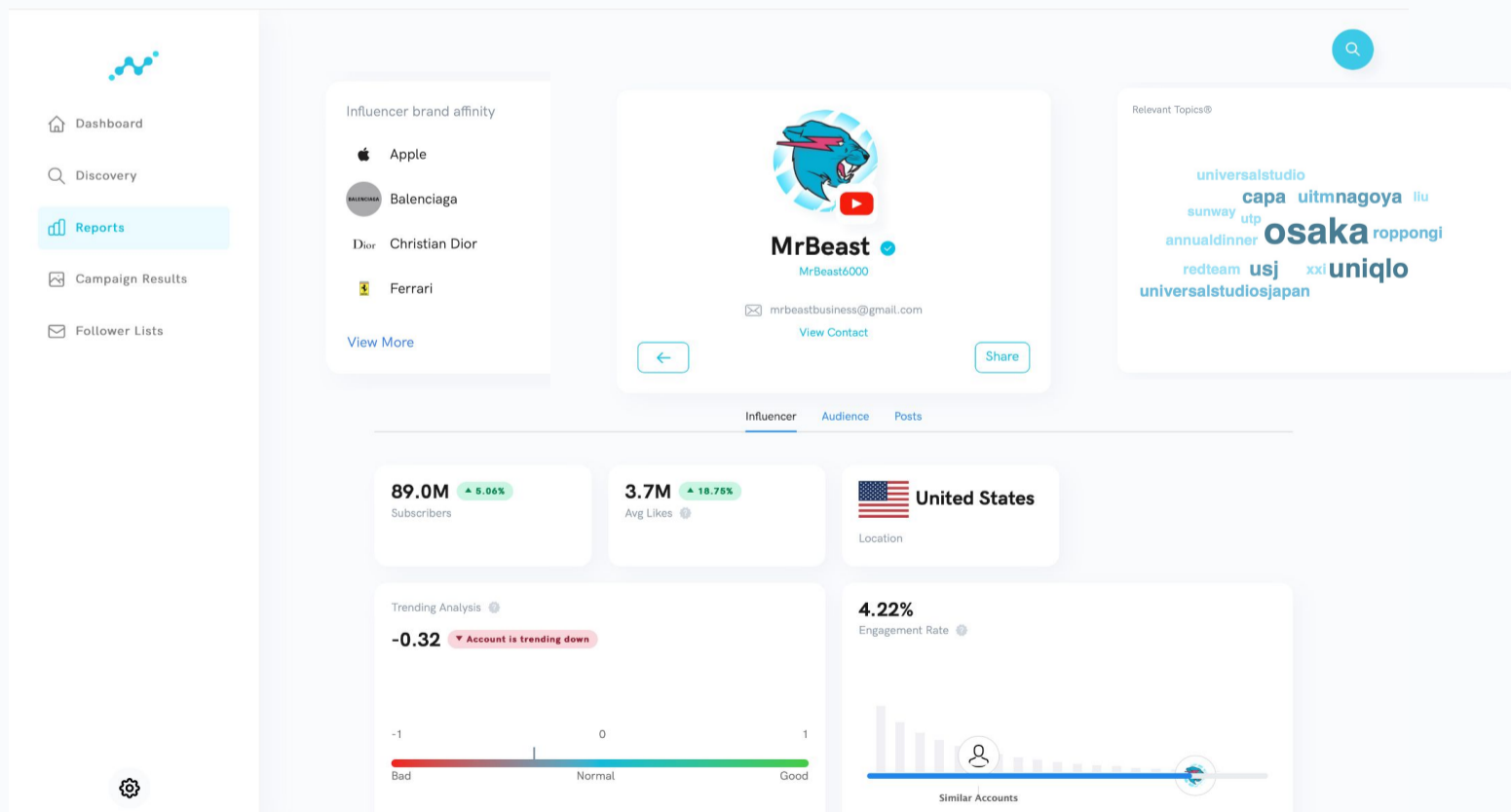
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