

IM.JAWAN

Food • Fitness • Travel • Lifestyle

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WHO IS JAWAN?

Jawan is a Houston-based content creator whose cinematic food videos blend culture, soul, and culinary creativity into content that stops the scroll. His signature 'Soul Sundays' series and recipe reels have generated over 3.4 million combined views across TikTok and Instagram — with individual videos surpassing 2.1 million views and accumulating tens of thousands of saves.

Beyond the kitchen, Jawan is a dedicated fitness enthusiast whose gym lifestyle and athletic aesthetic add a powerful dimension to his brand. At the intersection of food, fitness, travel, and style, Jawan represents a complete, aspirational lifestyle — speaking to a culturally-connected US audience who eat well, train hard, travel intentionally, and look good doing all of it. His content doesn't just get watched — it gets saved, shared, and acted on.

PLATFORM OVERVIEW

26K+

Total Followers

207K+

TikTok Total Likes

3.4M+

Combined Video Views

75K+

Combined Video Saves

Instagram @im.jawan

Followers: 18,600

Views (last 60 days): 320,856

Views (last 30 days): 183,346

Accounts reached (60 days): 15,291 (+78.8%)

Accounts reached (30 days): 9,984 (+28.7%)

Profile visits (60 days): 2,597 (+9.1%)

Stories view rate: 79–81%

TikTok @im.jawan

Followers: 8,137

Total Likes: 207,300

Top video: 2.1M views | 107K likes

Soul Sundays: 1.3M views | 68K likes

Shares from top 2 videos alone: 18,107

Saves from top 2 videos alone: 75,000+

New followers from 2 videos: 7,814

PROOF OF REACH — TOP VIDEOS

Chicken Parmesan Rigatoni (TikTok)

2.1M

Views

107K

Likes

14K

Shares

53K

Saves

Posted Aug 21, 2023. As of April 2026, this single video has generated 7,826 hours of total watch time and brought in 3,185 new followers — proving exceptional content longevity.

Soul Sundays (TikTok)

1.3M

Views

68K

Likes

4.1K

Shares

22K

Saves

Posted Sep 1, 2023. Generated 4,629 new followers from a single video — demonstrating consistent ability to convert viewers into loyal followers.

Note: 'Saves' are the highest-value metric on TikTok — they indicate content people return to repeatedly. 75,000+ combined saves across just two videos is a level of utility most creators never achieve.

AUDIENCE INSIGHTS

Top Cities

Houston, TX — 8.7%
New York, NY — 4.7%
Atlanta, GA — 3.0%
Dallas, TX — 2.9%

Strong concentration in high-purchasing-power US urban markets — ideal for food, lifestyle, fashion, and hospitality brands.

Audience Profile

Primary market: United States
Top demographics: 18–34, urban, aspirational
Viewer mix: 85% followers, 15% non-followers
Content resonance: cooking, culture, soul food

Jawan's audience is actively engaged — not just passive viewers. His save and share rates indicate a highly motivated community.

CONTENT PILLARS

FOOD & COOKING

- Original recipe creation & tutorials
- Soul food & cultural cuisine storytelling
- Restaurant & dining experiences
- 'Soul Sundays' signature series
- Cinematic kitchen production

FITNESS & WELLNESS

- Gym & workout content
- Athletic lifestyle & training routines
- Fitness + nutrition crossover content
- Activewear & gym style features

TRAVEL & LIFESTYLE

- City & destination guides
- Food-focused travel storytelling
- Cultural experiences & hospitality
- Day-in-the-life & event coverage

FASHION & STYLE

- Streetwear & smart casual outfits
- Activewear & workout fits
- 'What I wore in [city]' travel style
- Brand lookbooks & hauls

IDEAL BRAND PARTNERS

- Food & beverage brands
- Kitchen equipment & cookware
- Restaurant chains & hospitality groups
- Hotels & boutique accommodations
- Tourism boards & travel platforms
- Streetwear & fashion brands

- Meal kit & grocery delivery services
- Activewear & athletic apparel brands
- Supplement & sports nutrition brands

- Grooming & men's lifestyle brands
- Gym equipment & fitness tech
- Health & wellness apps

READY TO WORK TOGETHER?

hello@imjawan.com | @im.jawan on TikTok & Instagram
Houston, TX | Available for partnerships nationwide & internationally