



BRENNA
DARLING

writer. host. content creator

MEDIA KIT



I am a DIY expert, freelance writer and content creator. I've been a featured host on the show Weekend Refresh by Tastemade, Inc., I'm a lead reviewer for home & DIY products for Insider, and I've literally written the book on how-to-DIY (released by Clarkson Potter in Spring 2023). I'm currently writing my next book with National Geographic (to be released via Disney Publishing in 2025). I love inspiring & empowering my audience to create the life they've imagined.

THE BLOG

DIY Darling focuses on inspiring, teaching, and sharing ways to design your dream life on a dime, primarily through home design. Started in 2017 as a passion project, it's grown into a successful business venture with freelance design opportunities, television appearances, and major collaborations with brands like Tastemade, Amazon, The Home Depot, and Behr.



34.3K

monthly visitors

18K

unique monthly visitors

+2.6%

new monthly followers

2.7K

instagram followers

6.77%

engagement rate



NATIONAL GEOGRAPHIC BOOK

Publisher: Walt Disney Publishing

Manuscript: 70,000 words

Credits include: Author + Creative Direction

Publish date: 2025

WEEKEND REFRESH BOOK

Publisher: Clarkson Potter | Client: Tastemade, Inc.

Manuscript: 36,000 words, 150 pages

Credits include: Writer + Creative Direction + Photography Styling

Publish date: Spring 2023

INSIDER REVIEW ARTICLES

A few of my favorite articles:

[Wooster Shortcut Sash Paintbrush](#)

[Chasing Paper Peel & Stick Wallpaper](#)

[15 Best Cheap Trendy Home Decor Ideas](#)

[Clyde's Leather Restoring Kit](#)

[12 Best 3M Command Strip Hook](#)

HOSTING REEL

 *[Click to view](#)*



ABOUT ME

I'm a Colorado-raised, adventure-loving type of gal. I lead with optimism and love spending time with family and friends. I'm a newlywed of two years, and dog-mom to Walker, a Miniature Australian Shepherd. Getting SCUBA-certified and diving the reefs of Cozumel, Mexico with my husband was a recent personal highlight. I'm a Harry Potter enthusiast, and an excellent host of wine & charcuterie nights with my gals. Personal motto: There are so many beautiful reasons to be happy.

SOCIAL LINKS

 [@diydarling](#)

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CONTACT

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