

ADJACENTNODE

Kevin Nanns — Network Engineer & Content Creator

adjacentnode.com

// ABOUT

Kevin Nanns is a working network engineer with 15+ years of enterprise experience. He creates content explaining networking, cybersecurity, Wi-Fi, and IT careers in plain language — no vendor spin, no fluff. His audience is IT professionals, cert students, and people building careers in tech.

// PLATFORM REACH

Platform	Followers
TikTok	232.7K
Instagram	239.5K
YouTube	8.2K
Facebook	133.8K
LinkedIn	20K
Discord	3,667+
TOTAL	634K+

// AUDIENCE DEMOGRAPHICS

Segment	Share
Network engineers & admins	38%
IT students / cert learners	29%
Help desk & sysadmin	18%
IT managers & architects	9%

62% US-based · 71% Ages 18–34 · ~75% Male

// CONTENT PERFORMANCE

Metric	Value
Monthly Video Views	2M+
Avg Engagement Rate	6.8%
Top TikTok	2.5M views
Top Facebook Reel	621K views
Top Instagram Reel	119K views

// PAST PARTNERS

Meter	LightMesh	AWS	LinkedIn	WGU
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ServiceNow	Megaport	Ekahau	Alta Labs	Microsoft
HPE Juniper	Fluke Networks	NetAlly	Venn	Okta

// CONTACT

All partnerships managed by **Wishly Group**

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