

# 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       | 235.3K       |
| Instagram    | 246.3K       |
| YouTube      | 8.6K         |
| Facebook     | 141.8K       |
| LinkedIn     | 20K          |
| Discord      | 3,667+       |
| <b>TOTAL</b> | <b>652K+</b> |

## // 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 |
|-------|-----------|-----|----------|-----|

|             |                |         |           |           |
|-------------|----------------|---------|-----------|-----------|
| ServiceNow  | Megaport       | Ekahau  | Alta Labs | Microsoft |
| HPE Juniper | Fluke Networks | NetAlly | Venn      | Okta      |

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**// CONTACT**

All partnerships managed by **Wishly Group**

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