

# Cassandra Bankson

Where beauty, technology, and trust meet on one stage.



## BIOGRAPHY

Cassandra Bankson turned a viral makeup removal video into a global platform of more than five million followers and 500 million content views. A medical esthetician and published writer called a rising woman of power by Forbes, she speaks where beauty, the creator economy, and technology meet, backed by nearly two decades of clinical and creator experience.

## SIGNATURE TALKS

**From Insecurity to Influence:** building a movement on honesty

**Science versus Marketing:** how beauty brands win back consumer trust

**The Trust Economy:** turning creator credibility into commerce

## SPEAKS ON

**The beauty industry:** science vs. marketing, ingredient literacy, consumer trust

**The creator economy:** vulnerability into a movement, credible influence at scale

**Technology:** AI and the platforms reshaping brands, creators, and consumers

## AS SEEN IN

Forbes Vogue Elle Cosmopolitan People TechCrunch

Good Morning America TODAY USA Today Teen Vogue Allure

## WHERE SHE HAS SPOKEN

SXSW · VidCon · BILD Expo · NAB Show · eTail West · DigiMarCon · Open Sauce · TikTok (Dallas) · TikTok Shop Summit (Miami) · Teachable · Seoul · Shenzhen · London

*"A rising woman of power."*

FORBES

## BY THE NUMBERS

Followers	5M+
Content views	500M+
Monthly views	10M+
Years in skincare	17+
Based in	SF Bay Area

## CONTACT

**Booking:** cassandrabankson.com

**Press:** butterfly@cassandrabankson.com

**YouTube:** @CassandraBankson

**Instagram / TikTok:** @cassandrabankson