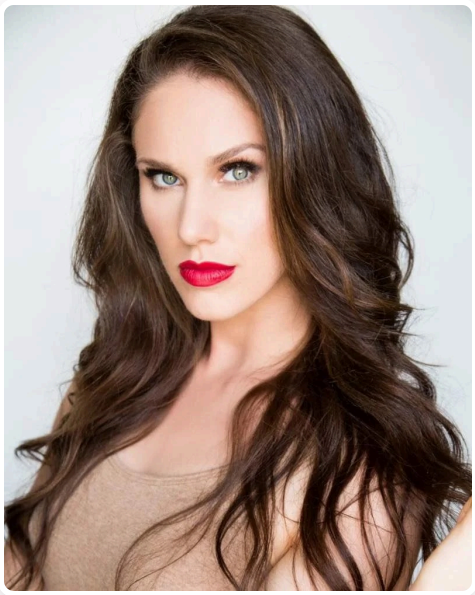
KEYNOTE SPEAKER · MEDICAL ESTHETICIAN · EDUCATOR

Cassandra Bankson

Where beauty, the creator economy, and technology meet on one stage.



BY THE NUMBERS

Followers	5M+
Content views	500M+
Monthly views	10M+
Years in skincare	17+
Based in	SF, LA & Austin, TX

CONTACT

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YouTube: @CassandraBankson
Instagram / TikTok: @cassandrabankson

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

Science, Not Hype: how beauty brands earn real trust

$102K in a Day: the new math of social commerce

Don't Get Left Behind: using AI without losing the human

SPEAKS ON

The beauty industry: ingredient literacy, consumer trust, and why brands that educate win

The creator economy: turning audience trust into real sales, from live selling to social commerce

Technology: using AI to amplify your work without losing the human touch

AS SEEN IN

Forbes · Vogue · Elle · Cosmopolitan · People · TechCrunch · Good Morning America · TODAY · USA Today · Teen Vogue · Allure

WHERE SHE HAS SPOKEN

NYSE Closing Bell · Forbes 30/50 Summit · SXSW · SXSW Sydney · VidCon · BILD Expo · NAB Show · eTail West · TikTok Shop Summit · TikTok (Dallas) · DigiMarCon · Open Sauce · Teachable · IMCAS · Social Commerce Fest (London) · SVG Con (Shenzhen) · SeoulCon

SELECT HONORS

Gold Clio · Adweek Top 10 Ads of 2014 · Global Creator of the Year (2023 APAN Star Awards) · YouTube Gold Play Button · Amazon Creator Award · FastMoss × YooFinds Most Valuable Creator & Visionary

"It is not uncommon for her sessions to end with a standing ovation. I never hesitate to recommend her."
WILLIAM AUGUST, CEO, OUTLANDISH

"A rising woman of power."
FORBES