



ALEX EARLE

Contestant on ABC's "Dancing with the Stars"

Alix Earle is one of the leading social media personalities in the U.S. She is also the creator and host of the widely popular "Hot Mess" podcast. Her rapid rise in popularity can only be explained through the way she takes her devoted followers along for a ride of unexpected reality and candid humor, paired with her authentic beauty, fashion and lifestyle tips.

Acclaimed for her incomparable online engagement, which has been described by media and brands as the "Alix Earle [sold out] Effect," Earle has a unique ability to connect with mass audiences across multiple demographics. As a result, she has received widespread recognition, earning a spot on Forbes' Top Creators and Fashion 50 lists. Her accolades extend beyond Forbes, including being featured in Rolling Stone's annual Creators issue as one of the industry's top creators, named Allure's Beauty Creator of 2024 (as chosen by readers), and recognized as one of People Magazine's Digital Creators of the Year. Additionally, she was featured on The Hollywood Reporter's 2024 Podcast Power List.

Earle's transparent content on the podcast and beyond includes insight into mental health, her acne journey, cosmetic surgery and more. She pairs her experience with more meaningful reminders to her followers such as to not draw comparisons with others online and the importance of giving back even on a smaller local level.

Earle graduated from the University of Miami, where she studied marketing. A true "Forever Cane," she funded a scholarship in her name for students at the University of Miami Patti and Allan Herbert Business School. The Alix Earle Scholarship provides significant resources for students pursuing degrees in business, further strengthening the school's commitment to diversity and inclusion.

Additionally, Earle created "Meals in Heels," a recurring event series designed to give back to the Miami community by bringing friends together to prepare and package meals for those in need. Powered by the Caesar-Iglesias Family Foundation, a registered 501(c)(3) nonprofit, these events take place in collaboration with Major Food Group's Miami-area kitchens and culinary team. Since its inception, "Meals in Heels" has successfully hosted three impactful gatherings, including a holiday edition at HaSalon Miami, where Earle and her team prepared over 2,000 meals for local shelters. With growing participation and support from partners like Carbone Fine Food, "Meals in Heels" has become more than just an event—it's a movement, fostering generosity, community connection and meaningful impact.

An East Coast native, Earle grew up in New Jersey. She currently resides in Miami.

PERSONAL INFORMATION

HOMETOWN: Monmouth County, New Jersey

BIRTHDATE: December 16

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