

Alumni

# 4 Alumni Influencers Attracting Major Followers

Summer 2019



**For most social-media users,** Instagram is a place to share flattering selfies and proof of fun times. For those with tens of thousands of followers, it can also be a way to influence how other people shop, eat, travel, work out, and dress. Here are four Columbians who are harnessing the app's visibility to build their personal brands.

**Trevor Bell '16CC**



Trevor Bell

[@trevorbell](#) | 160,000+ followers

Bell, a former Columbia runner and football player, is a fitness model and social-media consultant. When he's not showcasing his washboard abs and perfect pecs, he likes to dress up as a superhero and inspire everyone's inner champion.

**Cynthia Chen '19PH**



Cynthia Chen

[@dxxchen](#) | 111,000+ followers

Chen's passion is public health, but it's the glam selfies and luxurious dining and travel photos posted by her Instagram alter ego that have earned her a massive following.

**Selby Drummond '09CC**



Selby Drummond

[@selbydrummond](#) | 63,000+ followers

Drummond has made a career out of being a style influencer. A former accessories director at *Vogue*, she now heads fashion and beauty partnerships at Snapchat.

**Jamie Grimstad '19CC**



Jamie Grimstad

[@jamigrimstad](#) | 23,000+ followers

Grimstad, an entrepreneur and health and beauty marketer, posts about skin-care, workout, and fitness regimes. Her Insta also documents vacations guaranteed to bring on a severe case of FOMO.

*This article appears in the Summer 2019 print edition of Columbia Magazine with the title "Connect Four."*



[All categories >](#)