Creator Eric Sedeño’s Mission to Leave a Positive Impact on Social Media

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At its best, social media can be a space for fun and creativity. This is what you’ll find when watching Eric Sedeño‘s content on TikTok and Instagram.

Sedeño may be known for his funny TikTok videos, but he started out with a career in graphic design. Along with growing a community across social platforms, he started the candle business Groove Gives with his brother. With every candle purchase, the company makes a donation to a local nonprofit addressing community needs like food insecurity.

In this episode of Young Influentials, Adweek digital editor and host Colin Daniels sits down with Sedeño to hear how his journey to making TikTok videos began, how he’s creating a safe space on social media, and how he’s creating social impact one candle at a time.

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