



KATHI DANIELA

travel writer + digital storyteller with focus on
mindful traveling, food + wine & the outdoors

MEDIA KIT 2023



GET IN TOUCH

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ABOUT ME

I am Kathi – a 32 year-old expat, marketing strategist, journalist and digital storyteller living in Sarajevo, Bosnia and Herzegovina. In the last six years, I have called Denmark, South Africa, Germany and the Czech Republic home too.

With my blog and social media profiles, I hope to inspire people to get out into the world (whether as an expat or a traveller who wants to explore the lesser-known places of this beautiful planet).

I explore countries more in depth, stay longer in one place and want to learn as much as I can about cultures and traditions. While traveling, I always keep one thing in mind: What impact does our travel have on the country we are visiting—on the environment, on the local communities?

That's why you won't find rushed itineraries on my blog, and I try to inspire you to stay longer in a country and go deeper—off the beaten path.



I put my heart into creating content that tells the authentic story of a place

As a naturally curious expat and traveler, I love telling stories about places & people and creating compelling content that highlights the unique selling points of a travel brand, an amazing accommodation or a delicious restaurant.

The art of digital storytelling comes naturally to me and I combine SEO-optimized blog posts with dynamic video content and photography that really gives a feel of the place, and by sharing them with an engaged community of like-minded individuals.





SOCIAL STATISTICS

KATHI DANIELA



@kathi.daniela

11k

Instagram followers



@kathi.daniela

2.5k

TikTok followers



@kathidanielablog

3k

monthly unique visits

12 %

engagement rate

1k

monthly profile visits

1.2

sessions per user

500k

monthly reach

150k

monthly video views

1,2m

engagement time

AUDIENCE DEMOGRAPHICS



female: 70 %
male: 30 %



25-34: 44 %
35-44: 33 %



DACH region, USA
Bosnia-Herzegovina

CASE STUDY

Reel & photography: Barrel Land Blidinje

For this eco-accommodation located in the Blidinje Nature Park, I created content showcasing the unique location and small moments guests will experience while staying there.

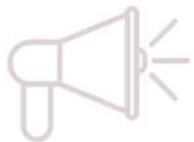
The client received 25 photos, as well as one reel that went viral on their instagram and my instagram account. As a result, all weekends of summer were booked out.



34k
likes



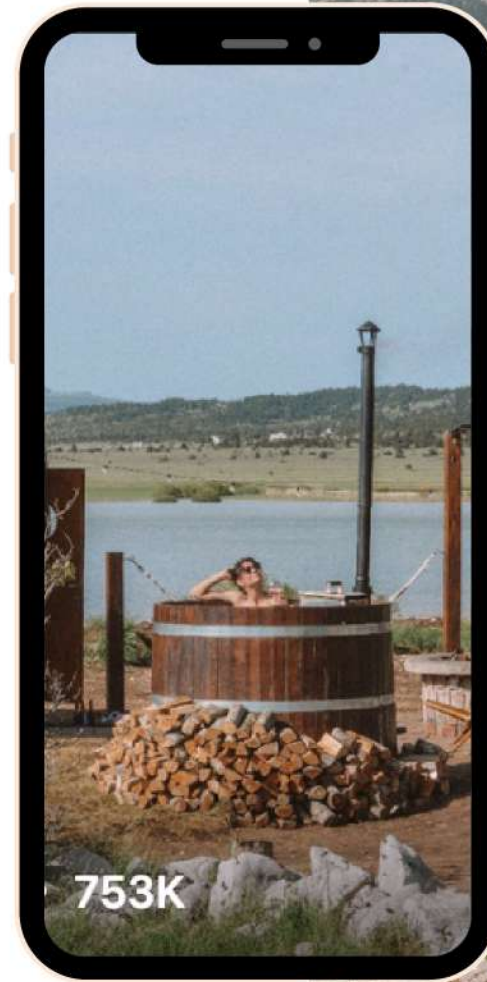
753k
impressions

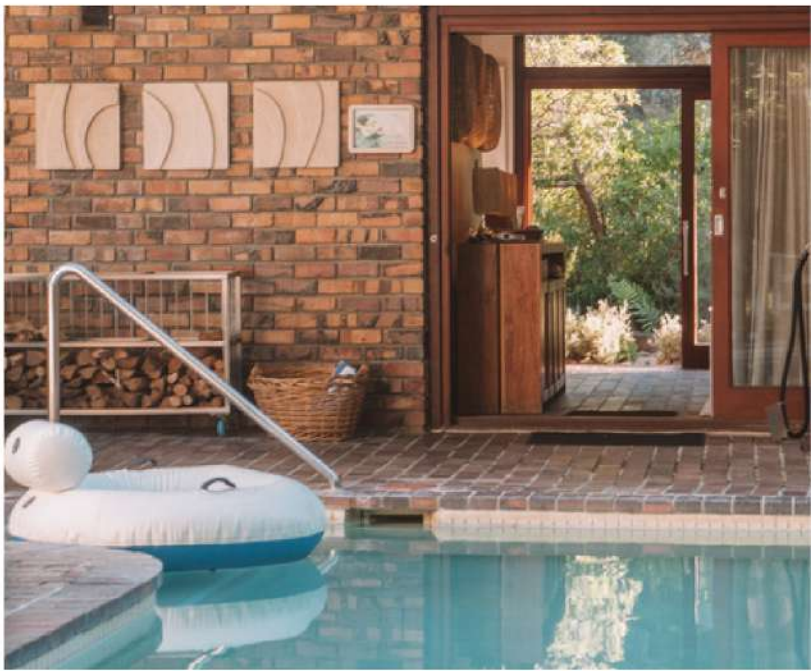


717k
post reach



25k
saves & shares





CASE STUDY

Visual storytelling & photography: Camps Bay Retreat

I created content for this luxury retreat in Cape Town to use on their social media channels. They received 30 pictures.

I also shared a highly engaging virtual holiday on my Instagram stories to drive sales and bookings after the pandemic.



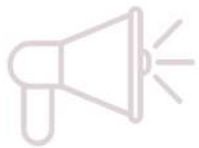
2

reactions/ story



2

profile visits/story



700

story reach

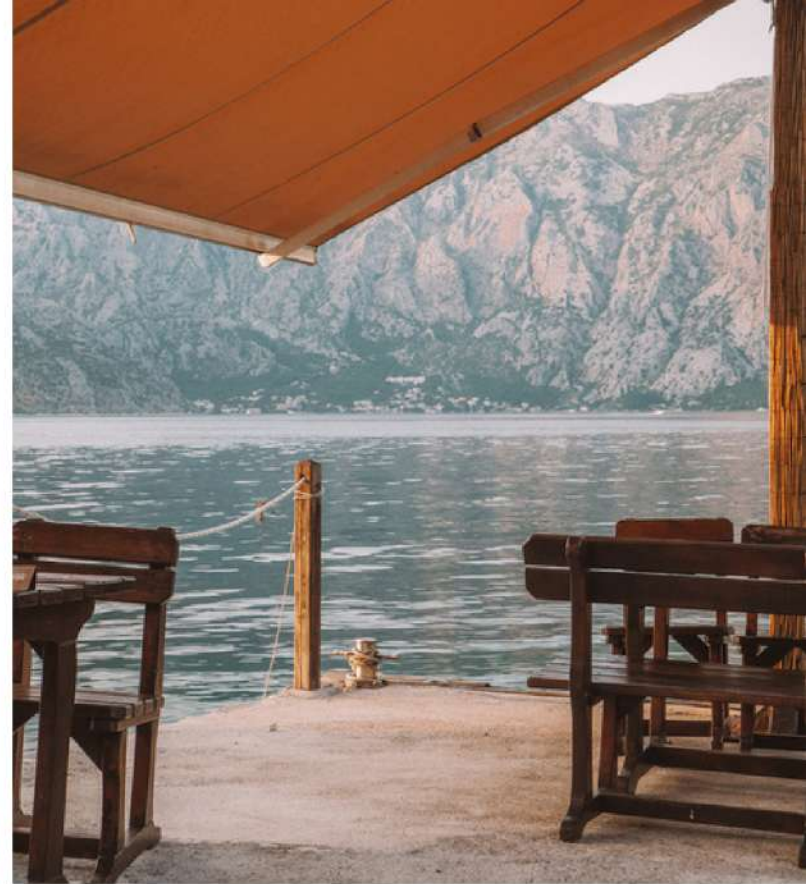


15 %

story exit rate

For reference: account size back than: 2k







WHAT I OFFER

as a digital storyteller & travel writer

- Press Trips
- Sponsored blogposts
- Reviews of hotels and attractions
- User-Generated content creation & fitting social media strategy
- Social Media Takeover
- Long-term or affiliate partnerships
- Short-form video content (reels, tiktoks)

I can also be hired as a freelance travel journalist and content writer. [You can find my portfolio here.](#)

LET'S CREATE MAGIC MOMENTS!



GET IN TOUCH

Let's discuss your needs and wishes for our collaboration. I can't wait to hear from you!

 [@kathi.daniela](https://www.instagram.com/kathi.daniela)

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