

EMM- EXPLORER

*Travel Blogger
& Creator* ✨





ABOUT ME

EmmExplorer is a travel blog specializing in fashion-forward packing lists, authentic travel reviews, and detailed destination guides that put the LIFE in work/life balance. From the depths of the Amazon Rainforest to the bright lights of Los Angeles, lead writer Emma shares a candid and attainable look into traveling as a budget-conscious 20-something.

Emma has collaborated with tour companies and fashion brands to authentically integrate products and experiences into her blog and social posts. When she's not OOO, Emma is capturing and creating viral social content as a global marketing executive for a major movie studio.

Emma lives in Los Angeles, CA with her husband. Her favorite travel experiences include watching the sunset from a plunge pool in Santorini, climbing inside multiple pyramids in Egypt, and ziplining into cenotes in Mexico. Emma is available for UGC content creation, product features, event coverage, experience reviews, and sponsored blog posts.

**LET'S GOOO ON AN
ADVENTURE TOGETHER!**





AUDIENCE & REACH

Gender

86%

Female

Age Range

72%

18-35 Years

Location

90%

United States

🏆 Montly Reach

200K

Across Blog, Pinterest,
TikTok & YouTube

🏆 Engagement Rate

7.42%

on Pinterest

🏆 Page Views

6K

monthly average in
2025



EXAMPLES OF WORK

BLOG POST: PACKING
GUIDE

BLOG POST: RESTAURANT
REVIEW

BLOG POST: ACTIVITY
GUIDE

BLOG POST: CRUISE SHIP
REVIEW W/ VIDEO

SHORT FORM VIDEO:
TRAVEL VLOG

SHORTFORM VIDEO:
AESTHETIC REEL

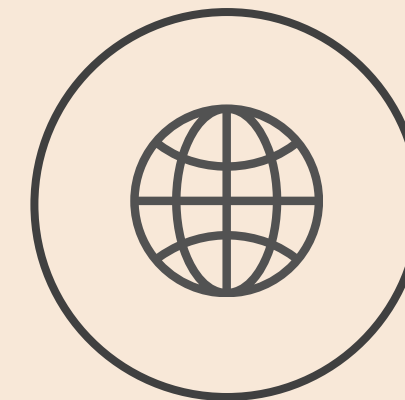
SHORT FORM VIDEO: HOTEL
ROOM TOUR

PINTEREST: CUSTOM PINS

SOCIAL PAGES



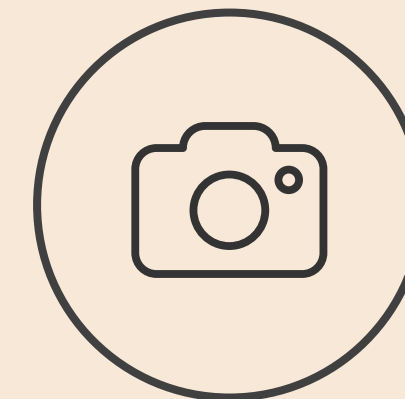
BRAND COLLABORATION



SPONSORED
BLOG POSTS



EXPERIENCE
REVIEWS



UGC PHOTO
& VIDEO



PRODUCT
PLACEMENT



IN-FEED
SOCIAL POSTS

CASE STUDY



The Comfy Coconut

Support:

Sponsored Blog Post,
Pinterest Package, and
UGC Videos

Objective:

Establish The Comfy
Coconut as a stylish, eco-
friendly brand to add to your
beach vacation packing list

Summary:

A setting as beautiful as the TikTok-acclaimed Hotel Xcaret Arte calls for a gorgeous wardrobe to match. I partnered with The Comfy Coconut to showcase their spring break collection of cheeky tropical apparel and eco-friendly bikinis in my Hotel Xcaret Arte packing guide. Within a week of publishing, the dedicated blog post ranked in the top six Google results for “Hotel Xcaret Arte Packing List.”

2K

Google
Reach in first
30 days

3.2%

Google CTR in
first 30 days

LINKS

[Blog Post](#)
[TikTok Vlog](#)
[Sample Pin - Outfit Layflat](#)
[Sample Pin - Blog Graphic](#)

CASE STUDY



US Ghost Adventures

Support:

Sponsored Blog Posts

Objective:

Ensure that every traveler puts a tour with US Ghost Adventures on their next travel itinerary

Summary:

My ongoing collaboration with US Ghost Adventures has spanned the California Coast. From haunted strolls through Hollywood and San Diego to afternoon food tours in Venice Beach, I've been sharing my reviews of my adventures with my highly engaged readership. The results? Blog posts that bubble to the top for travelers seeking reviews of the experiences.

9K

Impressions in
the First Three
Months

2.9%

Google CTR in
first 30 days

LINKS

[Terrors in Tinseltown Tour Review](#)
[Flavors of Venice Beach Tour Review](#)
[Sample Pin](#)



SERVICE RATES

Prices are flexible depending on your project needs — feel free to reach out!



UGC Video

\$100



TikTok Post w/ Ad Rights

\$200



Blog Post w/ Links

\$250



Full Campaign

UGC Video, TikTok Post, Blog Post

\$500



Custom Packages

Custom pricing is available for long-term collaborations, hosted experiences, and exclusive projects



GET IN TOUCH

Let's go on an
adventure together!

* EMMEXPLORERCO@GMAIL.COM

* WWW.EMMEXPLORER.COM

* [@EMMEXPLORER](https://www.instagram.com/EMMEXPLORER)

* +1248-872-7560

Emma Hamrick Kniffen
