



# Luna Rodriguez

TRAVEL BLOGGER & CONTENT CREATOR

## EXECUTIVE PROFILE

I am a Spanish freelancer currently working as a travel blogger and content creator. I have a degree in Tourism and a Master's in International Tourism Business Management. I combine my knowledge and background in Tourism with my social media content creation skills and project management expertise to provide a high-quality curated client-focused experience.

## WHAT DO I OFFER

I offer social media management on Instagram focused on gaining brand exposure. In addition, I help companies to create a personalized content roadmap to success that will lead customers to their main selling channels.

## MEETING YOUR NEEDS

Gaining exposure in one of the top leading social media platforms by developing a strategy that builds a strong presence and voice around high-quality visual and written content.

Attracting customers by establishing a unique aesthetic that will make the account more attractive, and by engaging with your audience to build a trustworthy community.

Driving traffic to your main selling channels after creating brand and products/services awareness

## SCOPE OF WORK

### \*SCOPING CALL

30 mins call

- Evaluate the current situation
- Identify the client needs and provide direction if needed

### KICK OFF CALL

30 mins call

- Discuss aesthetics, mission, and voice. Identify keywords
- Map company content strategy and timelines
- Define roles and commitments on both sides

### FOLLOW UP EMAIL

Monthly follow up email

- Update on monthly deliverables
- Provide feedback & discuss identified issues
- Map next steps

### KPI ANALYSIS AND STATISTICS

30 mins call every 3 months

- Present report with performance
- Identify next steps going forward

## CHOOSE YOUR PACKAGE

**BASIC INSTAGRAM PACKAGE** 350 USD / Monthly

10 single posts + 10 stories + engaging with audience

**STANDARD INSTAGRAM PACKAGE** 450 USD / Monthly

15 single posts + 15 stories + engaging with audience + connect & replicate in FB

**CONTENT CREATOR FULL PACKAGE** 550 USD / Monthly

15 single posts + 15 stories + connect & replicate in FB + engaging with audience in both platforms

**SOCIAL MEDIA SET UP** 220 USD

Platform set up + photo and profile description + 5 story highlight covers

\*RECEIVE A DISCOUNT OF 80 USD WHEN YOU PURCHASE A THREE MONTH PACKAGE

\*1:1 SCOPING CALL price is 40 USD. This amount will be deducted from the first monthly package if project goes ahead. Any extra call will have the same cost.