

jennifer simpson

@JENNSOMEWHERE

MEDIA KIT

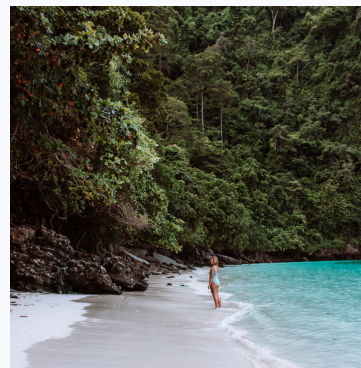
UPDATED JANUARY 2022



# about me

Hi, I'm Jenn. I'm a travel influencer, photographer, and creative content producer based in Adelaide, South Australia. With a passion for exploring off the beaten path and discovering the stories behind a destination, I inspire my audience to explore the world around them, be curious about the destinations they visit, and find magic in moments both big and small.

I've been creating travel content since 2018, working with brands from all over the globe including Qantas, Adobe, Vero Moda, Pimms, Hawaiian Tropic and more. I've also worked with some of the biggest names in Australian travel, being directly mentored by Virgin Australia's former editor-at-large and Tourism Australia expert Georgia Rickard and Australia's First Professional Instagrammer Lauren Bath.



# BY THE NUMBERS



**42k**

total  
combined reach



**28k**

total  
Instagram followers



**12k**

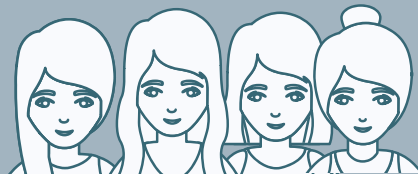
average monthly engaged  
Pinterest viewers



**2k**

total  
Facebook followers

my audience

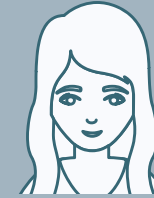


# BY AGE

**21%**  
18-24 yrs



**44%**  
25-34 yrs



**21%**  
35-44 yrs



**12%**  
45+ yrs

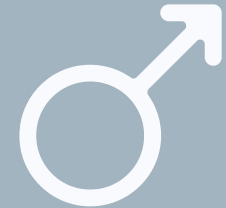


# BY GENDER

**69%**  
Female



**31%**  
Male



# TOP COUNTRIES

Australia

USA

UK

Canada

# TOP CITIES

Melbourne

Sydney

Perth

Adelaide



previous collaborations

## DESTINATIONS, EXPERIENCES & EVENTS

Qantas

UNICEF Australia

Hotel de Sal Luna Salada - Bolivia

Fafa Island Resort - Tonga

Cabn - Australia

Escape the Blues Goolwa - Australia

Analog the Company - Germany

Art Gallery of South Australia

previous collaborations

## LIFESTYLE & FASHION

Adobe

Cloudy Bay Wines

Pimms Australia

Hawaiian Tropic Australia

Wondersmile

Showpo

JORD Watches

Yankee Candle Australia

July

Skillshare

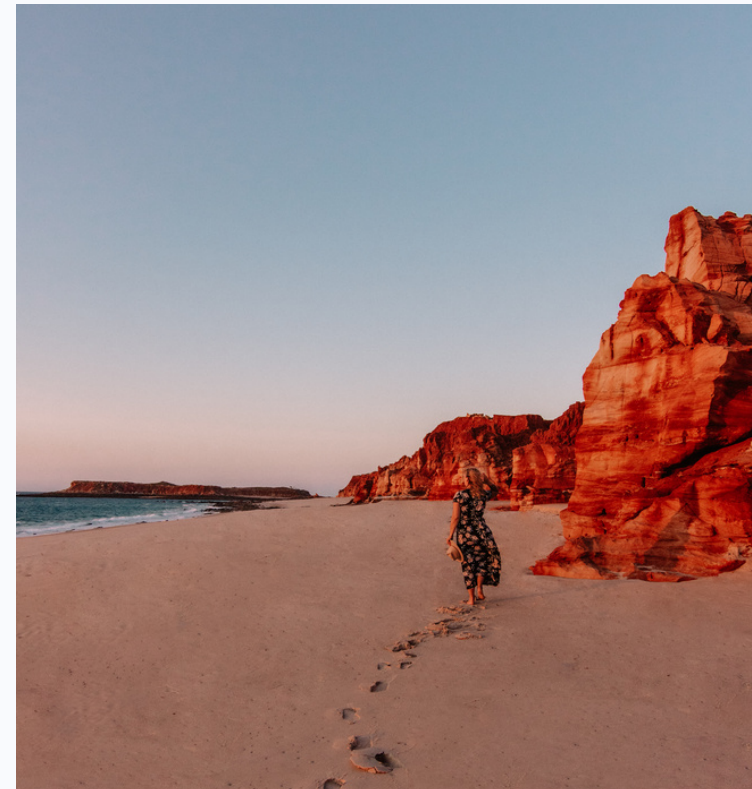
Vero Moda



previous collaborations

# PHOTOGRAPHY SERVICES

Hotel de Sal Luna Salada  
Fafa Island Resort  
Escape the Blues Goolwa  
Pimms Australia  
July





# testimonials

I've had the pleasure of knowing Jenn for the last couple of years, as both an avid Instagram follower and mentor. In that time I've always respected Jenn's tenacity, professionalism and photography, obviously! If I were still galavanting across the globe hosting influencer campaigns I'd definitely have Jenn on my trips, as it is I'm just grateful to work with her and watch her do incredible things for her clients. If you want to work with someone that will go the extra mile, an influencer that isn't jaded by it all (come on, we all know the types), then Jenn is your girl.

- Lauren Bath, Australia's First Professional Instagrammer & Business Coach



Jenn is an exceptionally talented creative with a deep sense of commitment to her craft.

- Georgia Rickard, Creative Director & Co-Founder, Phnnix



We enjoyed working with Jenn to create inspiring travel content of regional Australia and bring awareness to Travis as a new travel platform!

- Nicole Tj, CEO & Co-Founder, Travis

I love partnerships that align with my personal brand and would interest my audience.

It's also important to me that we each see mutual benefit from any collaboration and I'd love to hear your ideas on how we might partner to achieve your goals together.

let's work together!



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**jenn@jennsomewhere.com**



instagram:  
**@jennsomewhere**



pinterest:  
**@jennsomewhere**



facebook:  
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Some of the main services I offer include:

**SPONSORED INSTAGRAM POSTS**

**SPONSORED INSTAGRAM STORIES**

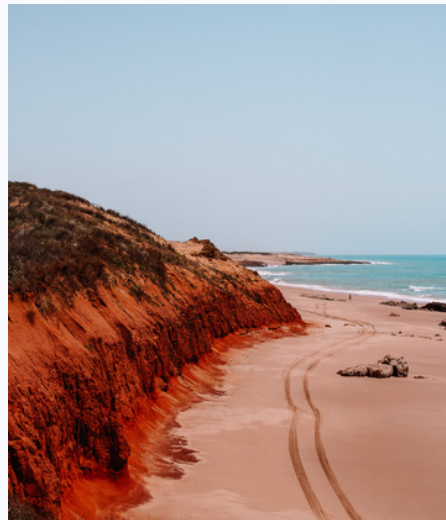
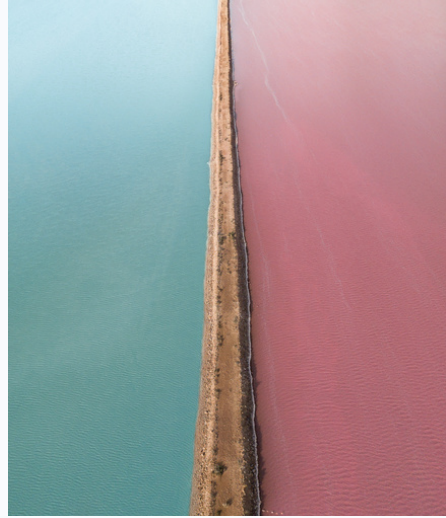
**BRAND AMBASSADORSHIPS**

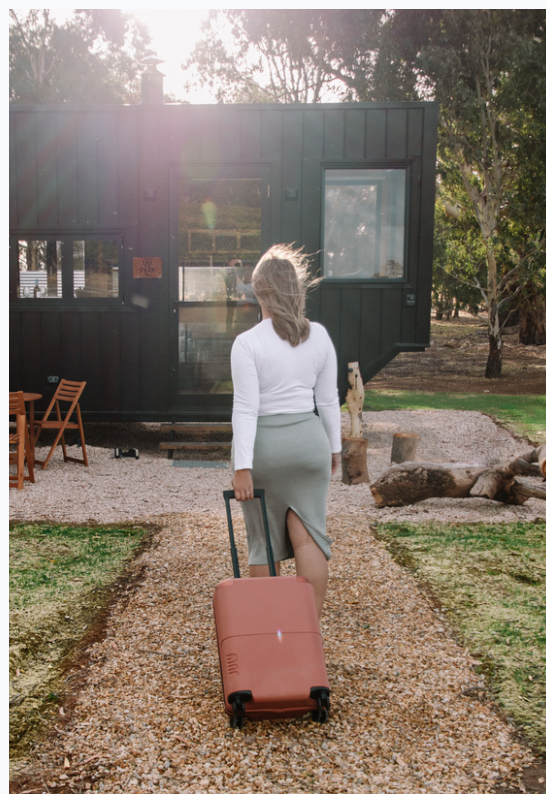
**PHOTOGRAPHY**

**CONTENT CREATION**









Thank-you!

JENN@JENNSOMEWHERE.COM

