

My Travel Designs

Laura Lorenzo



Media Kit

MEDIA KIT

About Us

Social Media Insights

Demographics

Previous Collaborations

Reviews

Contact



ABOUT



@mytraveldesigns

Behind the name

My name is Laura Lorenzo, a 28 year old woman who is passionate about inspiring Lifestyle, Travel & Photography. I currently reside in Florida and I'm the creator behind @mytraveldesigns, an official creator for TikTok GO, a brand new travel-focused program where I share destination highlights, unique stays, and travel tips that inspire my audience to book stays on TikTok by clicking a link directly from my videos.

I specialize in authentic, creative storytelling that inspires travel decisions and drives bookings. Through engaging content, I aim to inspire and assist fellow travelers in discovering new destinations and planning their journeys effectively



Monthly Reach

2.2M

Monthly Impressions

1.4M

Followers

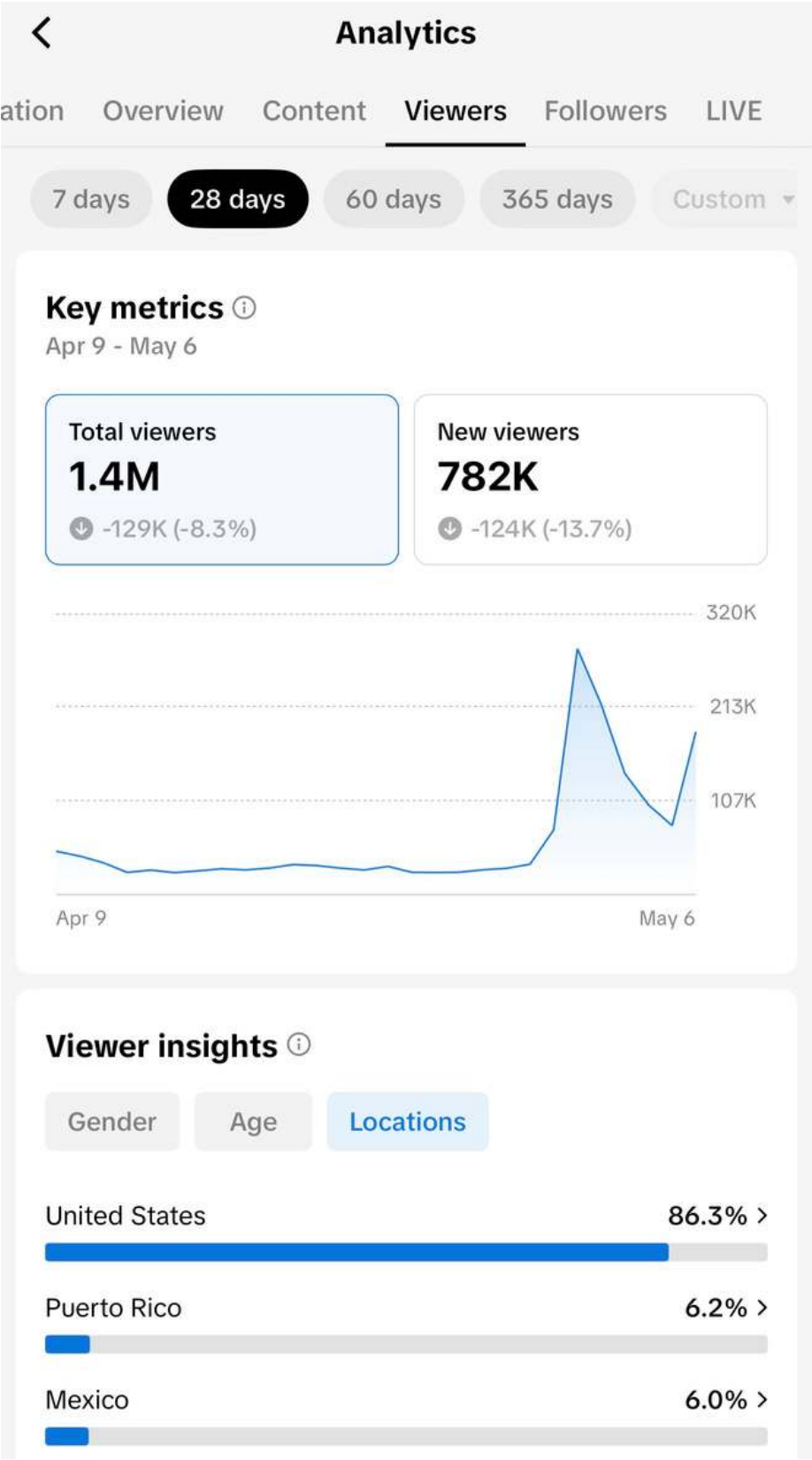
20.9K

Engagement Rate

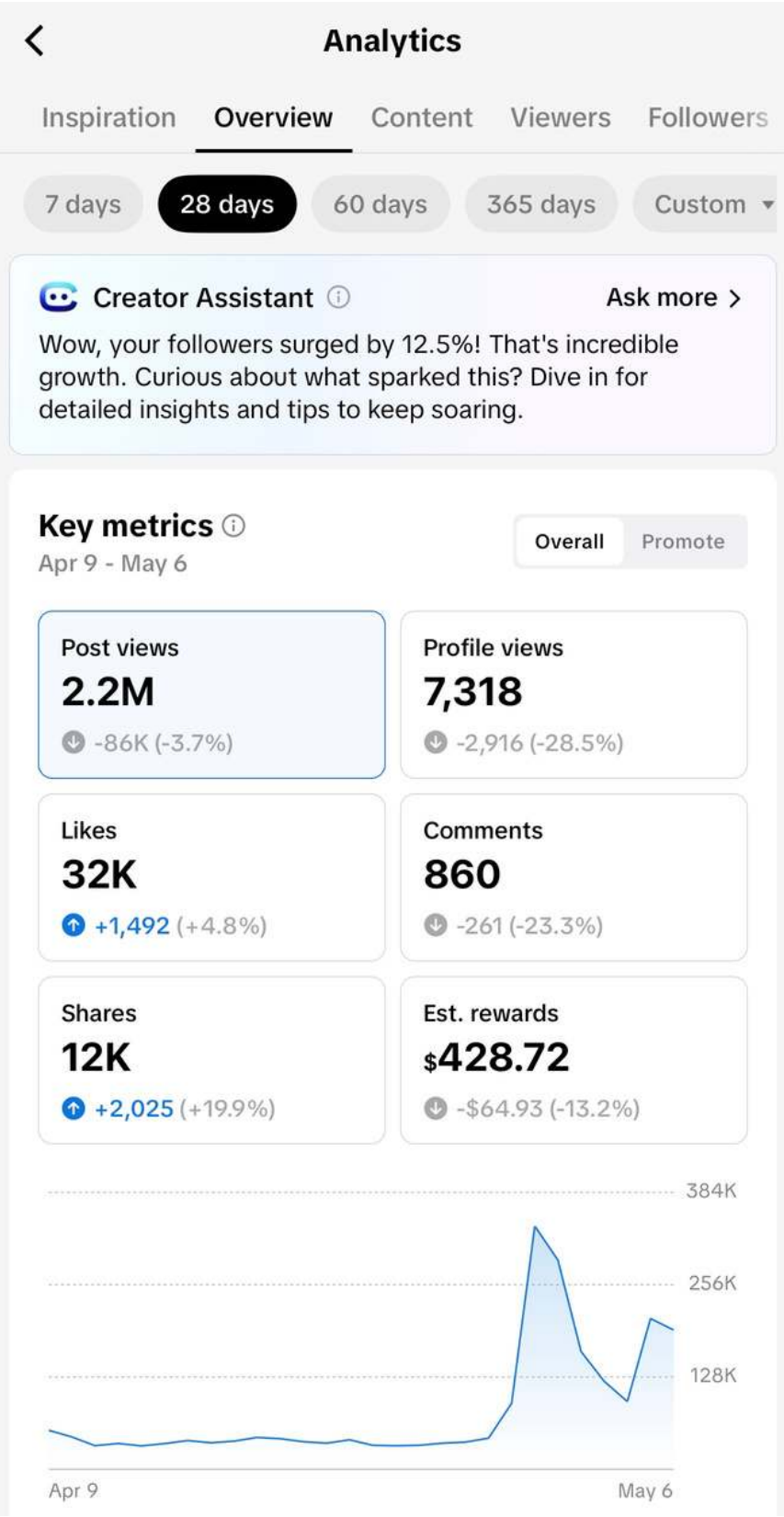
13.8%

REACH

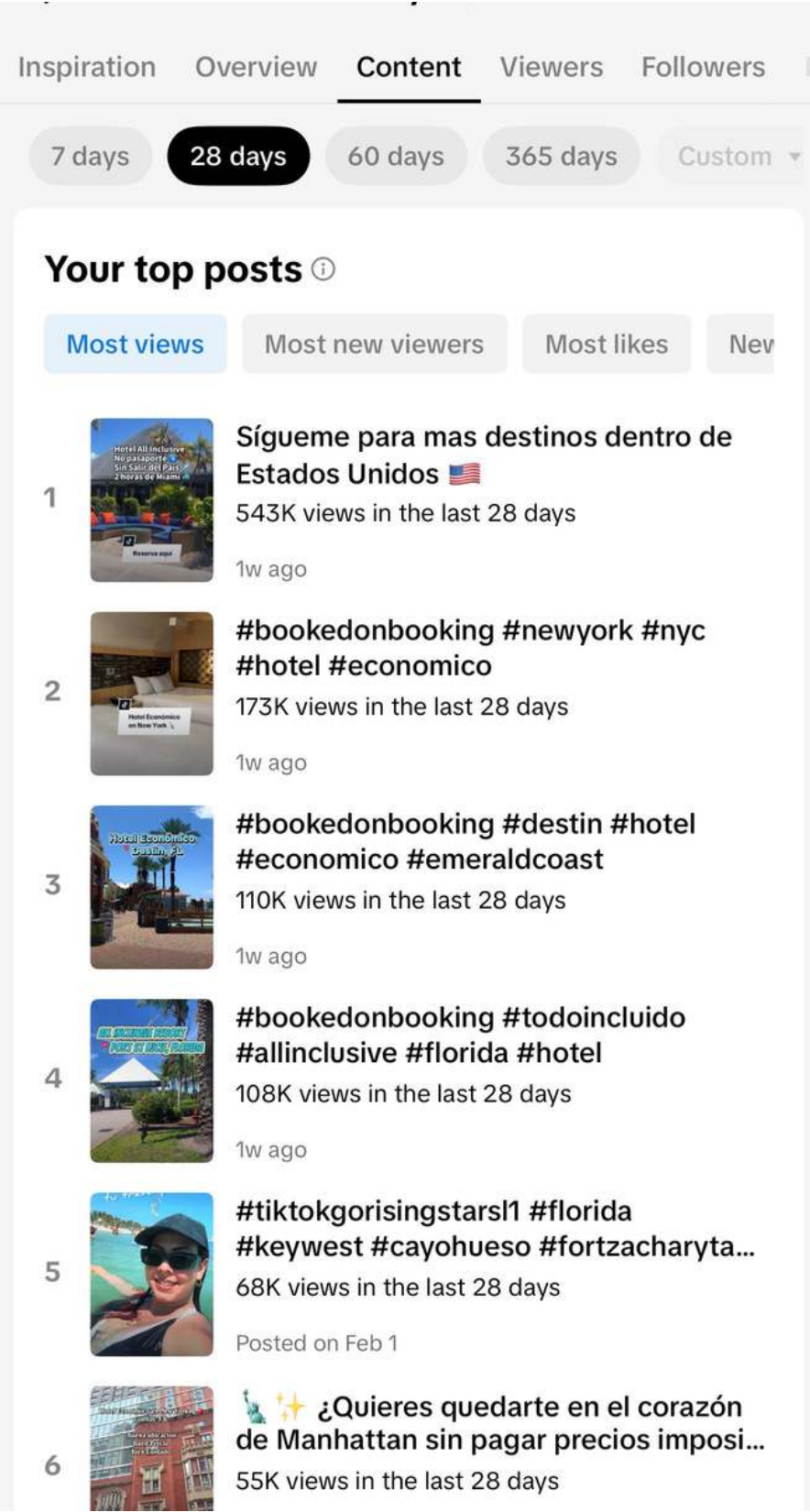
Monthly Impressions



Monthly Reach



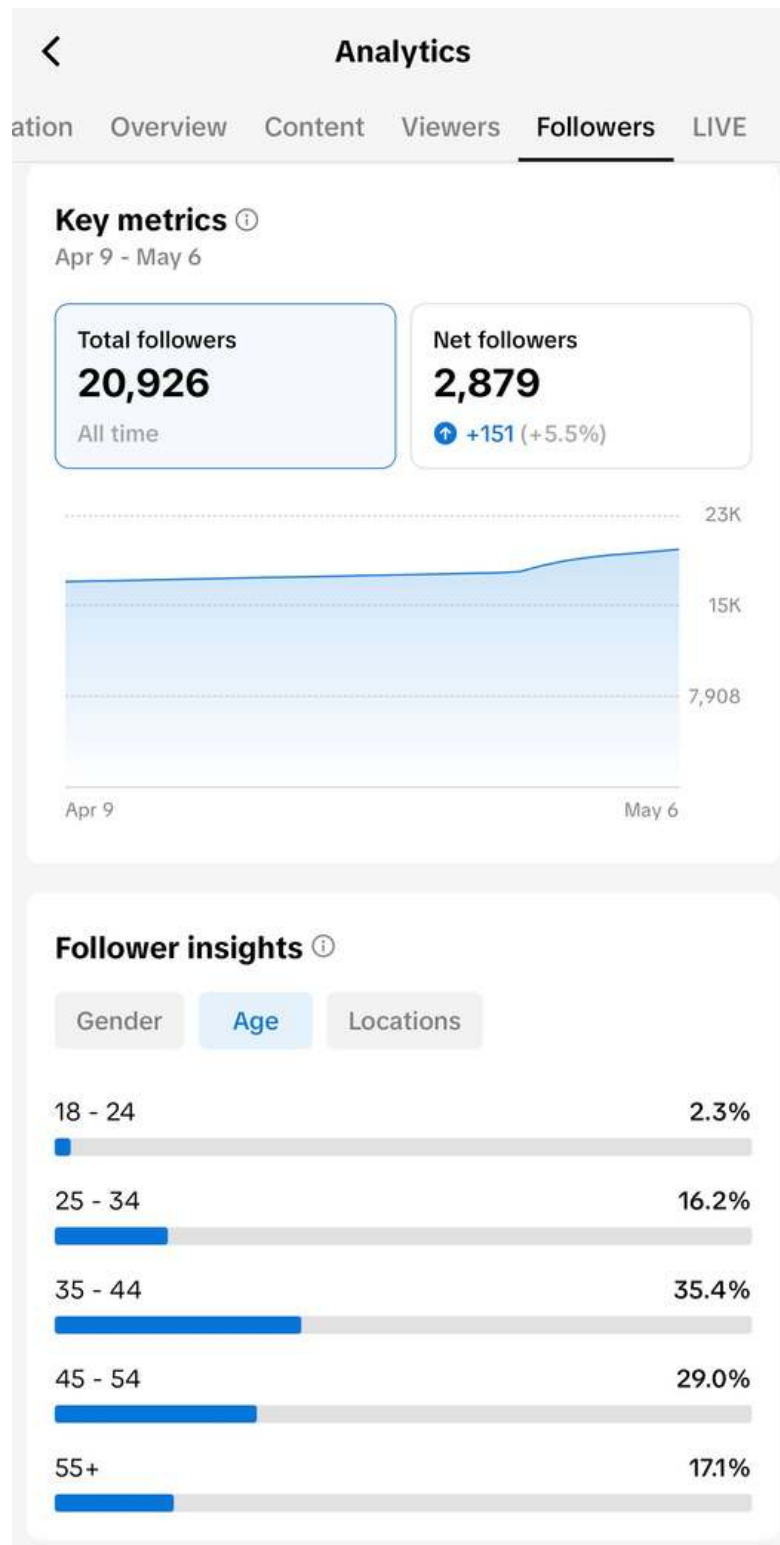
Top Content



REACH

DEMOGRAPHICS

Age



Locations



Gender



COLLABS

HOTELS & VACATION RENTALS

Grand Beach Hotel Miami Beach, USA

Four Seasons Surfside; Miami USA

1 Hotel Central Park, New York USA

1 Hotel Brooklyn Bridge, New York, USA

Preserve Sporting Club, Rhode Island, USA

W Miami Brickell, Florida USA

voco Sandpiper All Inclusive Resort, Port St Lucie, Florida USA

Four Seasons Philadelphia at Comcast Center, Pennsylvania USA

The Island Resort Destin, Fort Walton, Florida USA

Hilton Fallsview Niagara Falls, CANADA

HYATT Regency Coconut Point Bonita Springs, Florida, USA

Gurney's Montauk, New York, USA

Chalet Al Foss, Vermiglio ITALY

Casa Cosenza, Positano, ITALY

Four Seasons Miami Brickell, Florida USA

Barcelo Maya All Inclusive Resort, MEXICO

Iberostar Coral Level, Cancún, MEXICO

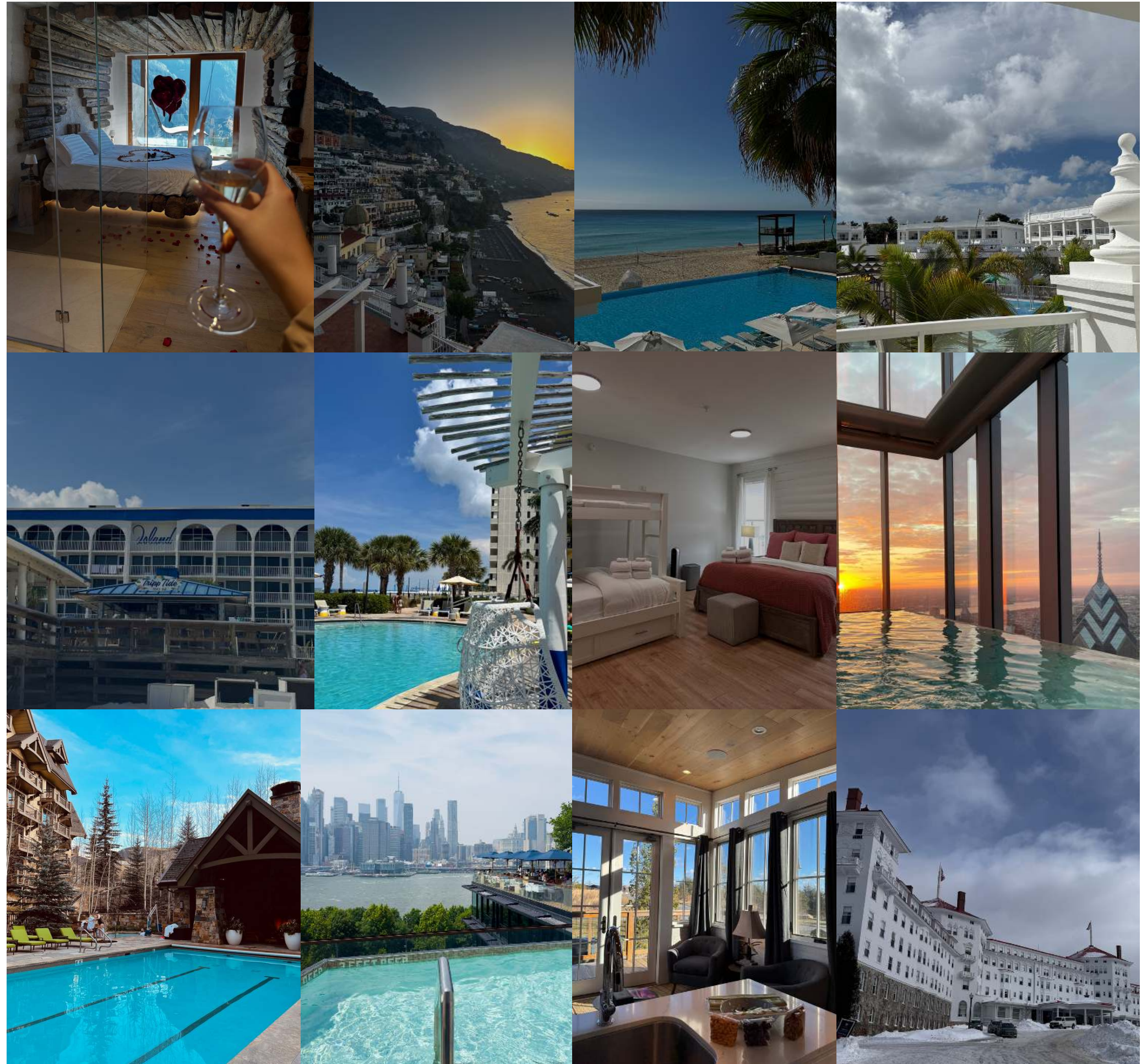
RIU Palace Bavaro, Punta Cana, DOMINICAN REPÚBLICA

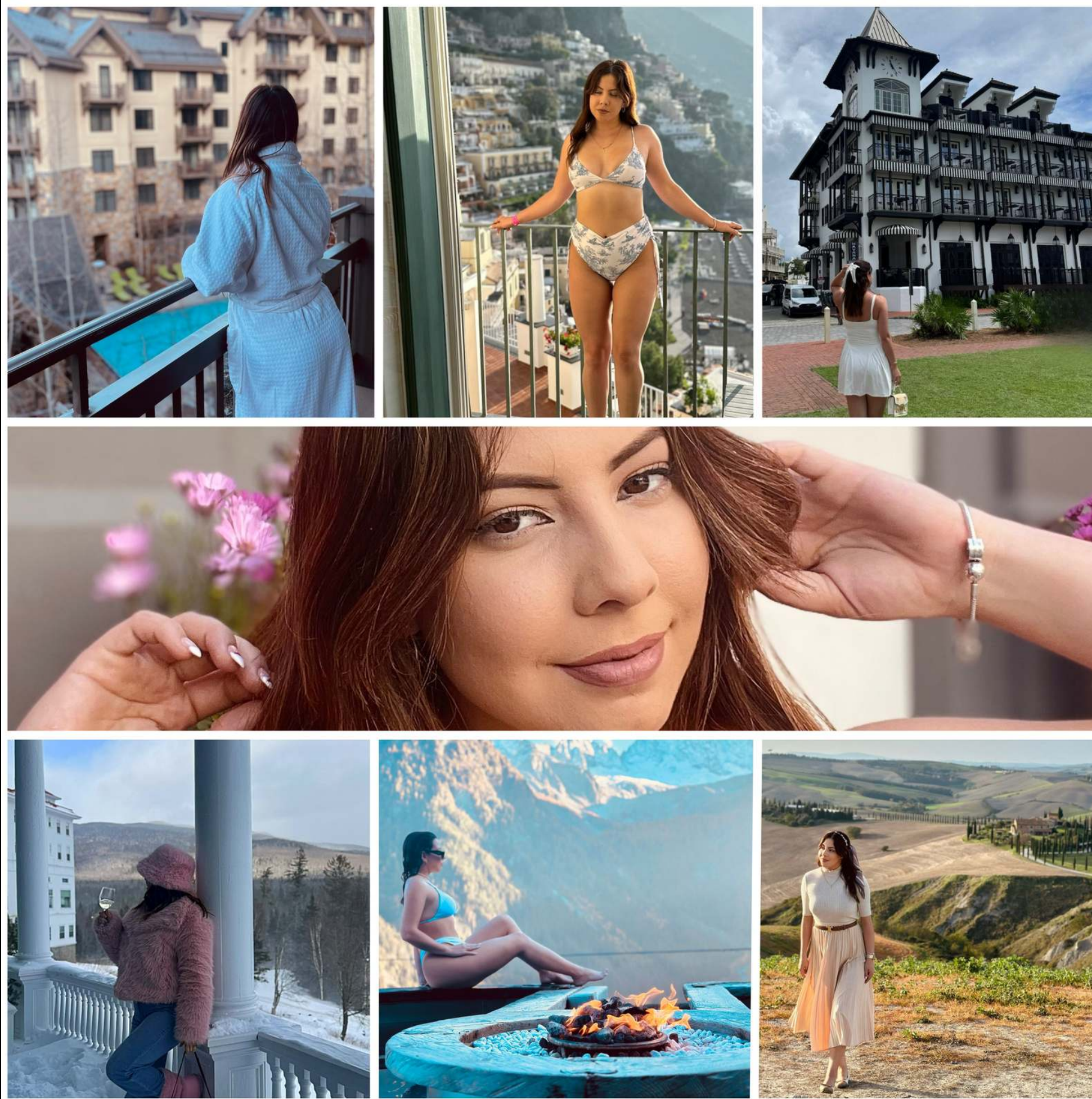
Sirata Beach Resort, St Petesburg, Florida, USA

The Village of South Walton, Rosemary Beach, Florida, USA

Four Seasons Vail, Colorado, USA

Omni Washington Resort & Spa, New Hampshire, USA





PITCH

WHAT I CAN OFFER YOU

POTENTIAL CAMPAIGN

✦ Value I Bring to You

- High-quality, scroll-stopping photography & videography that showcases your property's best features.
- Authentic reviews and experiences shared in a relatable, engaging tone that builds trust with my audience.
- Social media visibility to a community of travel enthusiasts actively looking for their next getaway.
- Evergreen content that can continue to inspire and promote your brand long after the campaign ends.

✦ Deliverables (customizable to your goals)

- Professionally edited TikTok & Instagram Reels highlighting your property/destination experience.
- Engaging Stories with swipe-up or link sticker to your booking page.
- High-resolution images for your marketing or social media use.
- A blog-style or carousel post with detailed recommendations and key amenities.

✦ How I'll Do It

- Capture your property/destination through a guest's perspective, focusing on both the “wow” moments and unique details that set you apart.
- Incorporate trending sounds, storytelling hooks, and captions optimized for social engagement.
- Strategically post at peak engagement times for maximum reach.

✦ Results You Can Expect

- Increased brand awareness and engagement with your target audience.
- A surge of social traffic to your booking platform or website.
- High-quality user-generated content you can repurpose for ongoing marketing.
- Stronger emotional connection between your brand and potential guests.





MY TRAVEL
DESIGNS

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CONTACT