

Media Kit

KATRIN SOROKINA

CONTENT CREATOR & TRAVEL BLOGGER

FOLLOWERS

Total
425K

AVERAGE IMPRESSIONS

Month
1M+

UNIQUE REACH

Month
900K+

AVERAGE IMPRESSIONS

Post
100K+

ABOUT ME

I am Katrin Sorokina, a passionate travel blogger, content creator, and digital marketing expert based in California. With over 10 years of experience in travel and content creation, I have built a strong presence on Instagram, where I specialize in producing visually stunning photo and video content for luxury hotels, fine dining restaurants, and premium lifestyle brands.

With a background in digital marketing spanning 8+ years, I have successfully helped brands grow their presence on social media, crafting impactful campaigns that resonate with their target audiences. My expertise lies in combining visual storytelling with strategic content planning to create campaigns that not only inspire but also drive tangible results.

My mission is to connect people with brands through unique, memorable experiences and inspiring storytelling. By collaborating with world-class luxury properties and brands, I aim to showcase the very best of travel, hospitality, and fine living to my engaged and discerning audience.

Let me help bring your brand's story to life through content that captivates and converts.



LUXURY HOTEL | LUXURY TRAVEL | EXCLUSIVE EXPERIENCES | FINE DINING



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ABOUT MY AUDIENCE



AFFLUENT GLOBAL
TRAVELLERS WITH U.S.
FOCUS

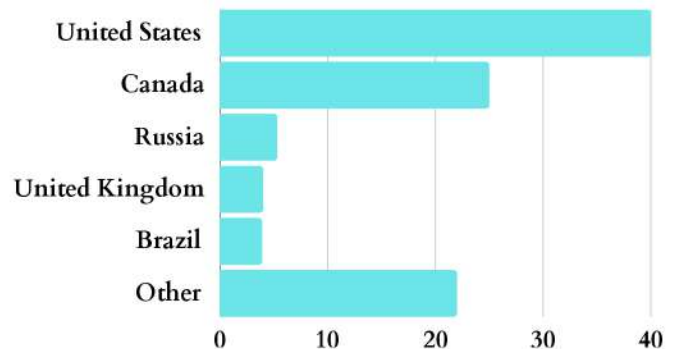
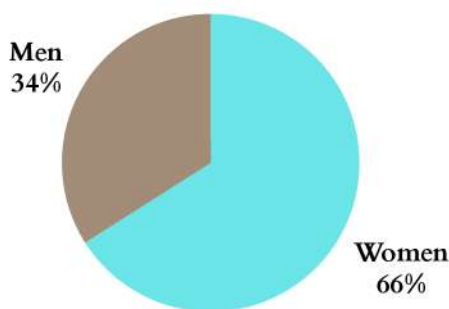
AFFLUENT
LUXURY HOTEL
TRAVELLERS

AGES: 30-45

PASSIONATE ABOUT ROMANTIC
LUXURY EXPERIENCES,
FINE DINING AND EXCLUSIVE
TRAVEL ADVENTURES

I would describe my audience as affluent professionals and high-net-worth individuals with a strong interest in luxury travel, five-star hotels, fine dining, and exclusive experiences. Primarily aged 30-45 and based in the United States, Canada, and other key English-speaking markets, my followers are passionate about discovering the world through ultra-luxury vacations and premium destinations.

They value personalized travel recommendations, in-depth insights into high-end properties, and thoughtfully curated itineraries. My audience consists of sophisticated travelers who look for inspiration for romantic getaways, unforgettable dining, and extraordinary excursions. Loyal to the brands I partner with, they trust my expertise in luxury travel and lifestyle to plan their own remarkable journeys.



PAST COLLABORATION & BRAND PARTNERSHIP



- Relais & Chateaux
- Marriott properties
- Hyatt Prive (Grand Hyatt, Alila Hotels)
- Hilton Hotels

- Small Luxury Hotels
- Leading Hotels of the World
- Steigenbergs Hotels
- Plus many more**

SUPPLEMENTARY SCREENSHOTS



COLLABORATION OPPORTUNITIES

CONTENT CREATION:

- Instagram Reels, Stories & professional photography tailored to your brand
- High-quality video with cinematic and drone footage
- Engaging content designed to inspire guests and increase brand visibility

INSTAGRAM ADVERTISING

- Sponsored posts & stories for 425K+ audience
- Branded mentions with co-author Reels option

HOTEL & BRAND REVIEWS

- Authentic content showcasing hotel stays & guest experiences
- Blog-style storytelling to highlight your property's unique features

PARTNERSHIP OPTIONS

- Flexible collaboration packages to suit your goals & budget
- Exclusive behind-the-scenes access and campaign integration

CREATION OF JOINT REELS WITH HOTELS(CO-AUTHORSHIP REQUEST)

GRAND HYATT BAHAMA MAR RESORTS, BAHAMAS



EL MANGROOVE, MARRIOTT BONVOY HOTEL



ALILA, MAREA BEACH RESORT



FAIRMONT SONOMA, ACCOR HOTEL



WARSAW, RADISSON COLLECTION



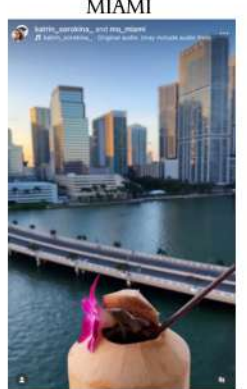
ATLANTIS BAHAMAS



ALILA, NAPA VALLEY



MANDARIN ORIENTAL, MIAMI



RECENT COLLABORATION



WYNN LAS VEGAS



CAMPAIGN DETAILS

Showcase Wynn Las Vegas as a premier luxury destination

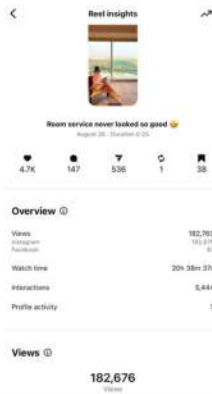
DELIVERABLES

2 Instagram Reels (co-author), 1 Instagram carousel post

In collaboration with Wynn Las Vegas, I highlighted the glamour and sophistication of one of the most renowned resorts in the world. My content focused on the vibrant atmosphere of Las Vegas, blending luxury accommodations, award-winning dining, and unforgettable entertainment.

The deliverables included a carousel post, two Reels (co-authored with Wynn), and Instagram Stories, capturing both the elegance of the property and the dynamic experiences it offers.

The campaign achieved outstanding results, with content reaching over 500,000 viewers and driving strong audience engagement. The posts were widely saved and shared, reinforcing Wynn's reputation as a premier global luxury destination and inspiring my community to experience it for themselves.



PARTNER TESTIMONIALS



“ ...
We're thrilled to hear that the content performed so well and resonated with your audience. It was a real pleasure collaborating with you, and **we've greatly appreciated the creativity and professionalism you brought during your stay with us.**
We'd love to stay in touch for future opportunities. Looking forward to seeing what we can create together next! ”

-Wynn Las Vegas, PR Team



“ ...
It was such a pleasure working with you at Fairmont Sonoma and Claremont Club & Spa. **Your content is still performing so well and I cannot thank you enough for being such a great partner!** ”

-Fairmont Sonoma, PR Team



“ ...
Thank you so much for this. **Your content looks amazing and we will absolutely use it again** and tag you.
Thank you again! ”

-Grand Hyatt Baha Mar, PR Team



“ ...
Likewise, **it has been a pleasure to collaborate with you.**
Thank you very much for sharing the links to the content and the photos. We have successfully downloaded the photos and everything looks great! **We really appreciate your care and attention.**
I believe this wraps up all the deliverables from our collaboration. We hope to have the chance to welcome you back soon.”

-Grand Hyatt, Tokyo, PR Team



“ ...
Thank you for such great content and for collaborating with us again. Please do let us know next time you plan your next trip to Miami so we can collaborate again.”

-Mandarin Oriental, Miami, Marketing Team



LET'S WORK TOGETHER

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