Eleni Psyllaki is an interior designer, mother of two and the person behind the blog My Paradissi. Her main goal is to help people turn their homes into their personal sanctuaries as well as inspire them to lead a simple and sustainable life with a focus on beautiful design.

Although based on the small island of Crete in the heart of the Mediterranean sea, she has clients all over the world where she delivers e-decorating services through her blog. She also works with homeware and lifestyle brands on promoting their products and services on her social media channels.

Eleni’s style focuses on a simple lifestyle, a casual everyday living, and natural aesthetics.

**TOPICS**

interior design, decoration, lifestyle, sustainable design, small businesses spotlight

**VALUES**

slow living, simplicity, honesty, handmade, family life, minimalism
SOCIAL MEDIA FOLLOWERS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Username</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>20.4k</td>
<td>@myparadissi</td>
</tr>
<tr>
<td>Pinterest</td>
<td>117.5k</td>
<td>/myparadissi</td>
</tr>
<tr>
<td>Facebook</td>
<td>12.2k</td>
<td>/myparadissi</td>
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<tr>
<td>Twitter</td>
<td>3.3k</td>
<td>@myparadissi</td>
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<tr>
<td>Tumblr</td>
<td>3.8k</td>
<td>myparadissi.blog</td>
</tr>
<tr>
<td>BLOG</td>
<td>64.7k</td>
<td>blogs/myparadissi-3944434</td>
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</table>

TOTAL REACH 242.3k

ELSEWHERE

HOUZZ  www.houzz.com/pro/myparadissi
PORTFOLIO  elenipsyllaki.myportfolio.com
LINKEDIN  www.linkedin.com/in/elenipsyllaki
ETSY Tastemakers Page  www.etsy.com/pages/myparadissi
### Instagram @myparadissi

#### Statistics

<table>
<thead>
<tr>
<th>Followers</th>
<th>Av. Likes</th>
<th>Eng. Rate</th>
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</thead>
<tbody>
<tr>
<td>20.4k</td>
<td>487.71</td>
<td>2.39%</td>
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#### Recent Posts

<table>
<thead>
<tr>
<th>Love</th>
<th>Comments</th>
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<tbody>
<tr>
<td>394</td>
<td>27</td>
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<tr>
<td>605</td>
<td>24</td>
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<tr>
<td>722</td>
<td>24</td>
</tr>
<tr>
<td>292</td>
<td>3</td>
</tr>
<tr>
<td>318</td>
<td>10</td>
</tr>
<tr>
<td>1.4k</td>
<td>84</td>
</tr>
</tbody>
</table>

#### Demographics

**Interests**
- Fashion
- Travel
- Lifestyle
- Photography
- Home Decor

**Countries**
- USA - 30%
- Australia - 8%
- UK - 5%
- Greece - 5%
- Italy - 5%

**Ethnicity**
- Caucasian - 81%
- Asian - 13%
- Hispanic - 4%
- African American - 2%

**Age**
- 13-17 - 1%
- 18-24 - 8%
- 25-34 - 43%
- 35-44 - 30%
- 45-54 - 12%
- 55-64 - 4%
- 65+ - 2%

**Gender**
- Men - 12%
- Women - 88%
PINTEREST

STATISTICS

FOLLOWERS
117.5k

MONTHLY VIEWERS
8.6m

MONTHLY ENGAGEMENT
512.1k

RECENT PINS

DEMOGRAPHICS

30 day aggregate

COUNTRIES

USA - 2,738,308
UK - 407,000
GERMANY - 322,135
CANADA - 310,494
AUSTRALIA - 301,828

GENDER

MEN - 1,330,296
WOMEN - 6,602,474
UNSPECIFIED - 533,970

INTERESTS

HOME DECOR, FASHION, FURNITURE, DESIGN, ART, CASUAL OUTFITS, RECIPES, DIY AND HOME IMPROVEMENT, PHOTOGRAPHY
BLOG
www.myparadissi.com

STATISTICS
30 day aggregate

MONTHLY VISITORS  MONTHLY PAGEVIEWS  PAGE RANK  MOZ RANK
40.5k          68.6k            5           5.20

TYPICAL POST EXAMPLES

House Tour  Decor Article  Shopping

Etsy Mix  Moodboard  Weekend

DEMOGRAPHICS

COUNTRIES
USA - 44%
UK - 4.41%
CANADA - 4.30%
AUSTRALIA - 4.13%
GERMANY - 2.92%
SPAIN - 2.78%
FRANCE - 2.71%
NETHERLANDS - 2.11%
GREECE - 1.90%
ITALY - 1.84%

GENDER
MEN - 12.8%
WOMEN - 87.2%

AGE
18-24 - 9.61%
25-34 - 34.55%
35-44 - 23.04%
45-54 - 17.45%
55-64 - 12.14%
65+ - 3.21%

TAGS
HOME DECOR, INTERIOR DESIGN, LIFESTYLE, STYLE, DECORATING, FASHION, HANDMADE, INSPIRATION, MINIMALISM, CASUAL, RUSTIC, CONTEMPORARY, SUSTAINABLE, SLOW LIVING
RATE CARD

INSTAGRAM
- POST
  €120
- STORY
  €40
- GIVEAWAY
  €120
- PACKAGE
  CONTACT FOR QUOTE

PINTEREST
- PIN
  €50
- BOARD
  CONTACT FOR QUOTE
- BLOGPOST + ROUND OF SOCIAL MEDIA
  €400

CONTENT CREATION
- CONTACT FOR QUOTE

PRODUCT REVIEW
- CONTACT FOR QUOTE

SOCIAL MEDIA BUNDLE
- CONTACT FOR QUOTE

ART DIRECTION
- CONTACT FOR QUOTE

INTERIOR DESIGN
- CONTACT FOR QUOTE

*These are basic rates. Contact for a personalised quote.*