

NATALIE LEFEVRE

MEDIA KIT

Email: Natalie.lefevre1@gmail.com

Mobile Number: +49 172 771 5557



ABOUT ME

Natalie is a well travelled international TV journalist and social media Influencer.

Born in the Seychelles Islands and half German, she has lived in Texas while enjoying a cosmopolitan work-lifestyle between USA, Europe and Seychelles.

Fluent in 6 languages, she can usually be found in the Hotspot or Jetset events of the world, whether in corporate capacity or as a socialite with some of her renowned friends like Victoria Silvestedt at Cannes film festival red carpet or with Housewives of NY star Sonja Morgan on her recently organized Influencer trip to Bali.

More recently, Natalie has organised Influencer Trips with well known Celebritys and Macro Content Creators in order to create dreamy content for hotel groups / cross promote.

Natalie has been featured in Daily Mail UK, Instyle Magazine, Insider TV, Bravo TV and The Five at Fox News.

WORK

Natalie has worked at EuroNews NBC since March 2016. the most watched news channel in Europe. Originally, she worked as the Director of Corporate Affairs a year where she launched various projects like the luxury site 'Living It' and later 'Wander' which focuses on travel stories.

'Wander' documents the most beautiful, inspiring and unexpected travel experiences around the world. Natalie has created articles from the Seychelles, Mexico, Greece, Turkey, Costa Rica and many more.

Natalie is also the brand ambassador for North Island, Seychelles.



EURONEWS

EuroNews provides around-the-clock coverage of the most up-to-date news, business and current affairs.

From Europe to the World, on Television and on Digital Platforms, EuroNews attracts a highly desirable audience reaching more than 430 million homes across 166 countries.



ARTICLES 'WANDER'

<https://www.euronews.com/programs/wander>

Articles written by Natalie include:

- Half a day in Ubud, Bali
<https://www.euronews.com/2018/06/06/half-a-day-in-ubud-bali>
- A weekend in Dubai
<https://www.euronews.com/2018/05/21/a-weekend-in-dubai>
- Half a day in Los Angeles
<https://www.euronews.com/2018/05/11/half-a-day-in-los-angeles>
- 24 hours in Tulum
<https://www.euronews.com/2018/03/05/24-hours-in-tulum>
- Half a day in Bodrum
<https://www.euronews.com/2017/11/03/half-a-day-in-bodrum>
- Half a day in Barcelona
<https://www.euronews.com/2017/05/28/half-a-day-in-barcelona>
- Half a day in Ravello, Italy
<https://www.euronews.com/2017/07/03/half-a-day-in-ravello-italy>
- Half a day on Fregate Island
<https://www.euronews.com/2018/06/04/half-a-day-on-fregate-island-syichelles>

AUDIENCE (TRAVEL RELATED)

Types of Hotels Consumed:

Upscale Hotels & Resorts	74.42%
Luxury Hotels & Resorts	59.35%
Midscale Hotels & Resorts	50.79%
Economy Hotels & Motels	37.47%

Travel Type:

Frequent Travelers	76.75%
Luxury Travelers	10.07%
Destination Theme Parks	11.78%



INSTAGRAM

AUDIENCE



99,100

Followers



5,000

Story Views



2,000 +

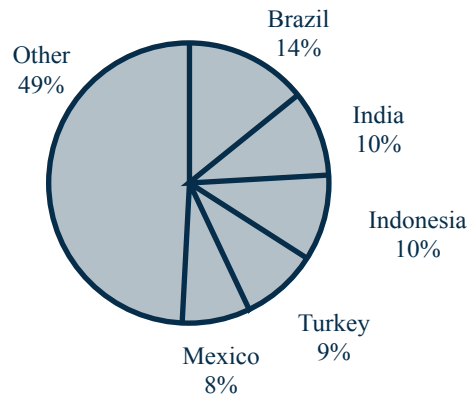
Avg Likes Per Post



70

Avg Comments Per Post

AGE, LOCATION, GENDER



Female
46.00%



Male
54.00%



Age 13 - 17

Age 18 - 24

Age 25 - 34

Age 35 - 44

Age 45 - 54

Age 55 - 64

Age 65+



PREVIOUS WORK

HOTEL GROUPS:

Bali

Alila Seminyak

Alila Ubud

Alila Villas Uluwatu

Greece

Cavo Tagoo, Mykonos

Maldives

Hideaway Beach Resort & Spa

Soneva Fushi

Como Cocoa

Mexico

Hotel Esencia, Riviera Maya

U.A.E

Shangri-La Hotel, Dubai



Seychelles

Raffles Praslin

Fregate Island

Six Senses Zil Pasyon

Denis Private Island

Hilton Northolme Resort & Spa

BRANDS:

Air Travel

Jetsmarter

Clothing Brands

Farfetch

Afina London

Celeste Pestini