

Caroline
ALVARADO



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Media Kit

Social media influencer, University of Alabama student with focus in Marketing and Public Relations. Raised in Dallas, Texas, my influencer focus includes fashion, travel, beauty, lifestyle, and apartment/dorm decor. I am always looking for creative ways to create excitement and engagement around my content. I am an ex-competitive cheerleader and I've met so many people from all over the world. Many of my followers have been with me for more than 7 years! A lot of us are now in college or even starting our first careers, so it's a fun (and sometimes stressful) season of life for most of my followers. I'm very sensitive to this and always try to find new ways to post inspiring and helpful posts. Engaging with people comes very natural to me - and I love to spend time with people on social media.

THE
STATS

97K+

followers

Instagram

100K+

monthly views

Pinterest

204K+

impressions

20K+

reach



@carolinealv18



@_carolinealvarado



@carolinealvarado8

ABOUT MY BLOG

My Philosophy

My audience is primarily younger-aged women like myself. They love to get inspired with what to wear, great new product finds, sharing tips and resources for decorating their spaces, going places, doing all the things and making the most out of life. The vibe is always positive, always uplifting, and always clean. Being a college student, I like to focus on college lifestyle topics.

Advocating for mental health and productivity are some things I have been focused on the past few months. In the past, I have worked with brands such as Lull Bed, Vera Bradley, Nestle Toll House, The Social Life, Pier 1 Imports, Coca Cola, and more!



My Audience

- Impressions 69K+, Reach 18K+

- 57% Women | 43% Men

- U.S 70%, Mexico 3%, Canada 2%, UK 2%

PARTNERSHIP PROPOSAL

I love working with brands and helping my audience discover fresh ideas and inspiration for products that they love. The creative process is very fun and important to me. It's also very important to me to form a good relationship with each brand I work with and maintain a long-lasting relationship! I hold myself to a standard of being authentic and open with my audience by supporting brands I love.

KEY OPPORTUNITIES:

- *Instagram post + Instagram Stories*
- *Instagram post + Blog post + Pinterest engagement*
- *In-feed Video posts / IG TV*
- *In-person collaboration*
- *Giveaways / Contests*
- *Instagram Takeovers (stories & posts)*
- *Tik Tok / Instagram Reels*
- *Instagram Live Q&A*

**TOTAL INVESTMENT WILL VARY
BASED ON SCOPE OF CAMPAIGNS.**

SAMPLE CONTENT





LET'S WORK TOGETHER!



Tuscaloosa, AL
USA



469-307-4866



carolinealvarado22
@gmail.com

www.carolinealvarado.com