

SUITCASE AND HEELS

global adventures of a value-conscious, style-minded traveler.

I'm Melissa Hogan and I'm...

...a web designer, developer, photographer, content creator, social influencer and travel junkie. I'm a woman who loves in equal measure spa days and hiking trips, boutique shopping and shooting the rapids. I love adventure. I hate being dirty. Some call it quirky, I call it a balanced way of living.

I launched Suitcase and Heels to encourage people to see more of the world and to share my own travel stories. I write primarily about my own global adventures and love to share tips and deals to make travel accessible to a broader range of people. My travels are primarily independent and quite often solo.



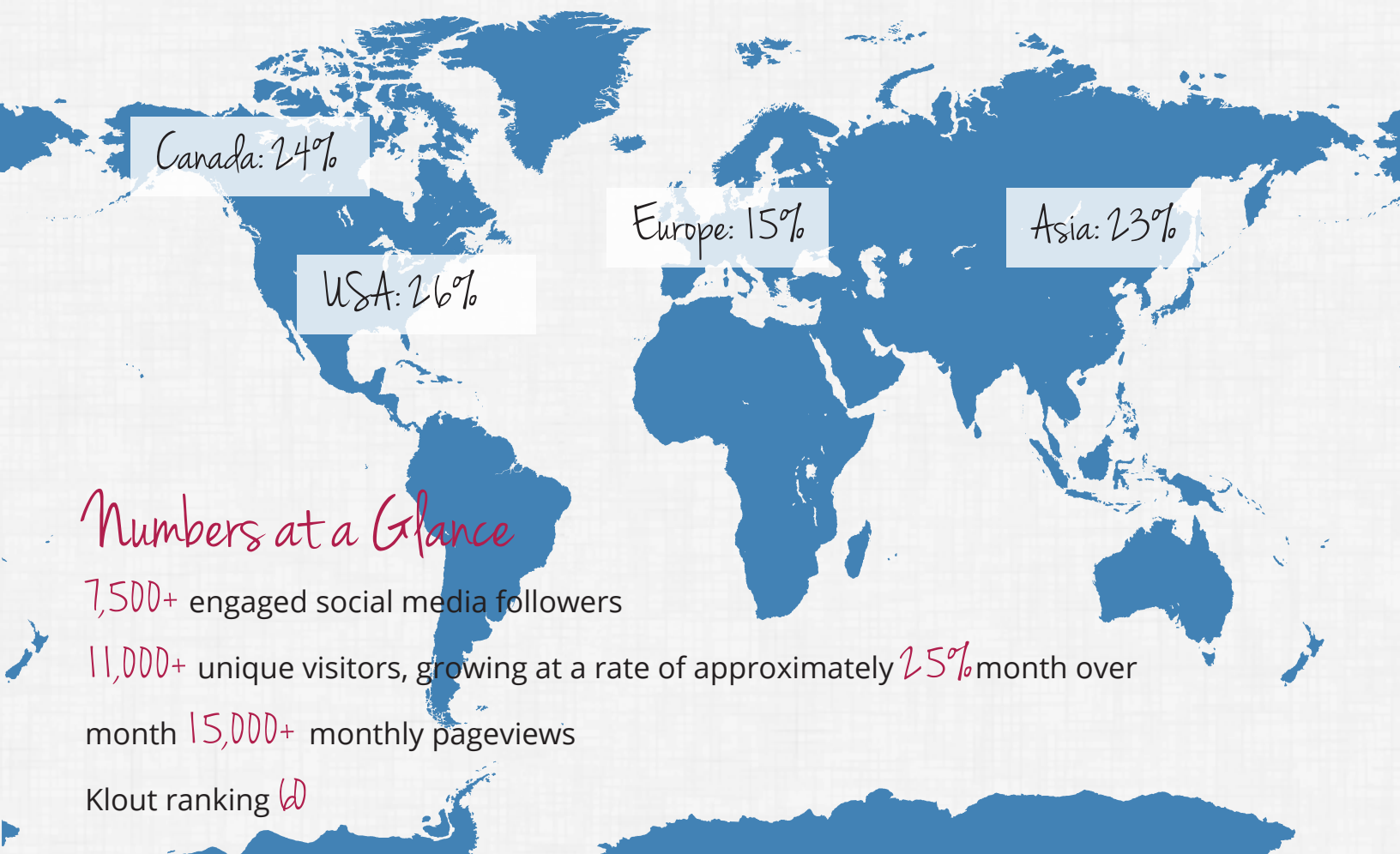
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My audience...

I write for women who want to push their limits with independent travel and adventure. They maintain their personal style while travelling and appreciate good value. I currently have a quickly growing audience of over 5000 social media followers. My audience is predominantly North American (50%), female (80%), aged 25-44 (71%).

Global reach...



Numbers at a Glance

7,500+ engaged social media followers

11,000+ unique visitors, growing at a rate of approximately 25% month over month
15,000+ monthly pageviews

Klout ranking 60

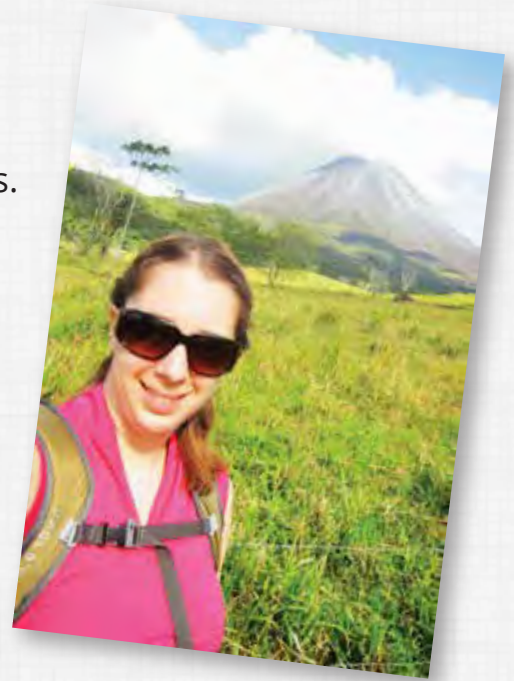
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My stories...

These are a few of my pieces that show my range of topics.

- Drinking with Cats – Visiting a Korean Cat Cafe
- How to Stay Stylish at the Airport
- We Have Begun Our Descent into Managua
- Hotel de Seze - Paris, France
- Reflections on Cloud Gate



What people are saying...

"I'm really interested in a visit to Mostar now! Great post. And lovely photos!"

– Clare

"The Grid-It is really neat and something that I have never seen, thanks for introducing it to me!"

– Erica

"Looks like a great place to stay. I will have to bear it in mind as I am planning a trip to Costa Rica."

– Spencer

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Working together...

Press Trips/Partnerships

I would love to work with you to promote your destination or brand and am actively seeking partnerships.

Graphic Design and Web Development

With over 15 years of experience, I help your business put its best digital foot forward.

Reviews

I provide honest reviews of destinations, tours, accommodations, restaurants, activities, products and tours.

Social Media Consulting

I provide a range of services related to social media from education, training, consulting and even management.



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I'd love to hear from you...

I look forward to exploring how I can help you achieve the results you're looking for. The best way to reach me is by email.



Email: mel@suitcaseandheels.com



Twitter: [@avalonmel](https://twitter.com/avalonmel)



Facebook: facebook.com/SuitcaseandHeels



Instagram: instagram.com/suitcaseandheels



Pinterest: pinterest.com/suitcaseheels

