

SHELBY SORREL

SOCIAL MEDIA GAL



ABOUT SHELBY SORREL

As a local Austinite, I have had the privilege of seeing the city boom with new restaurants and fun spots. My passion for photography, people, and food sprouted into a fun, bright Instagram feed where I share everything from food to colorful murals that Austin has to offer. I have worked with PR companies, as well as directly with brands, doing exciting collaborations that are of interest to both the brand and myself. Because of this, I have established key relationships with a lot of Austin's leading brands, influencers, and restaurants.

FUN FACTS:

I always order a side of french fries, eat mustard on everything, use puns more than anyone should, and am the poster child for the phrase "do it for the gram." In high school, I won runner-up for best eyes and I'm still not over it.

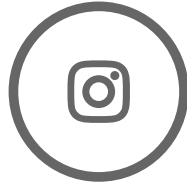
RATES AVAILABLE UPON REQUEST



STATISTICS

TOP CITIES

Austin
Houston
Dallas
New York
San Antonio



41.1k+



SERVICES OFFERED

Sponsored Posts, Product Testing/Reviews, Event Attendance, Giveaways, Advertisements. Content Creation + Photography, Restaurant Consulting, Blog Posts

INSTAGRAM STATS

68% Women + 32% Men
Age Range: Mostly 18-34
Weekly Impressions - 350k
Weekly Reach - 25.2k
Average Story Views - 2.8k



SPONSORSHIPS

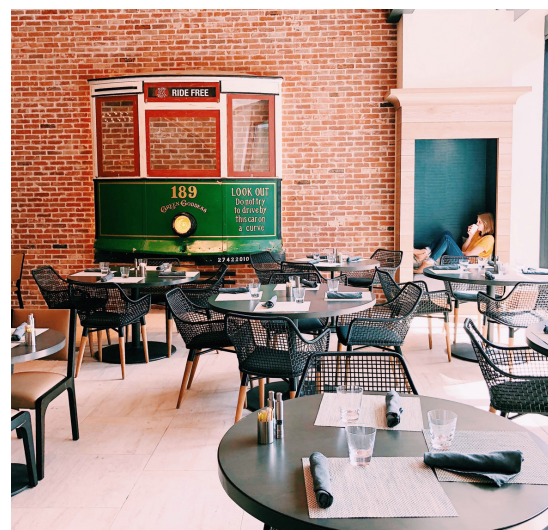


PAID SPONSORSHIPS

Starbucks, Condé Nast, car2go, Quilted Northern, American Express, Coach, Schlotzsky's, 7-Eleven, Lyft, Kimpton, DoorDash, La Croix, Bouquet Bar, Santa Rita Wines, Yasso, OXO, Raw Sugar, Walgreens, Canopy by Hilton, and many more.

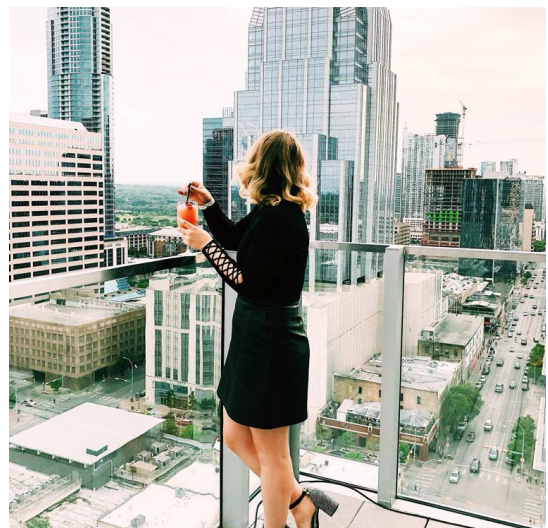
CANOPY BY HILTON

I attended a four day media trip to Dallas with the Canopy by Hilton team as a spokesperson and was required to attend all Client events to aid in promoting their new hotel in Dallas Uptown. In addition to providing photos for brand use, I shared Instagram stories, and four sponsored, static Instagram feed posts that maintained the brand voice and provided a cohesive story of my stay with similar color, style, and aesthetic.



WESTIN STAYCATION

I worked with the Westin Head of Marketing to plan a staycation for myself and four other Austin Influencers for promotional purposes. I directly sought out brands to sponsor the weekend with the knowledge that they would come away with good quality photos to use for advertising and content purposes on their social media accounts and websites: Speak Wines + The Sleepy Cottage



STEEL CITY POPS



Maintain a consistent relationship with Steel City Pops: Photographed their grand opening, ran their social media accounts throughout the event, and conduct numerous photo shoots to provide the client with Instagram, Twitter, and Facebook content.



Coordinated the media event and media list of influencers for the tasting of the Steel City Pops fall menu. Posted sponsored posts to promote Domain NORTHSIDE grand opening.



TEXAS TOURISM



Spent a weekend road-tripping around central Texas eating barbecue with Texas Tourism as their paid Influencer. I was required to engage with Instagram and Twitter followers throughout the trip, share to socials at each spot, maintain a positive brand voice, and contribute to a blog post to be featured on Texas Tourism's website.



FOODIE FOODIE FOODIE FOODIE ROCKIN' EVERYWHERE

