



Let me introduce myself:

I'm Minín Arévalo-Parodi, Journalist and PR.

My passion is clear: to empower women, who like me, are middle aged and have had to start over.

I am a radio host, podcaster, speaker and social media instructor and I teach women over the country to use social media to publicize their projects and ventures.

Along the way, I interview them and have fun!



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I am an Entrepreneur Lifestyle and Writer. I'm able to create and curate appealing content for the average consumer and for brands, always focused on my target: The Middle Age! Because, at this point of our lives, we still have dreams, and now, more than ever, we want to achieve them and are willing to achieve them. Absolutely, I'm passionate about talking how Latin women lives our life when we are 50 years "bold".

Fashion, hot flashes, business, friendship, weight loss, couple... wine. That's what my profile is about.

## INSTAGRAM RATES

Post \$200

Stories (x4) \$250

Videos (1 min) \$ 350

IGTV (10 min) \$500

Lives (45 min) \$1,000



Demographics

Female

Target

45-65 years

Language

Spanish

Location

Miami, Florida

Followers

39.4k

Impressions

6,2k