

Backpacker Flip Flops

LIFESTYLE + TRAVEL INFLUENCER • CONTENT CREATOR



ABOUT:

My name is Joanne Hendrickson and I am a New York based vlogger and social media influencer. I travel the globe full time in my signature 'backpack and flip flops' style promoting amazing products and incredible places.

My mission is to inspire women to embrace their best lives by immersing themselves in exceptional products and extraordinary destinations. Through curated video content and captivating storytelling, I empower women to elevate their everyday experiences and create memorable moments.



YOUTUBE: 90K+ SUBSCRIBERS

[YouTube.com/BackpackerFlipFlops](https://www.youtube.com/BackpackerFlipFlops)

Average: 2 million views / month
Over 100M channel views



INSTAGRAM: 19K FOLLOWERS

[Instagram.com/BackpackerFlipFlops](https://www.instagram.com/BackpackerFlipFlops)

Verified Account

Top Country: USA

Top City: NYC

81% Female / 19% Male audience

40% age 25-34 / 27% age 35-44



TIKTOK: 90K + FOLLOWERS

[TikTok.com/@BackpackerFlipFlops](https://www.tiktok.com/@BackpackerFlipFlops)

Top Country: USA

60% Female / 40% Male audience

8 Million Likes

WAYS WE CAN COLLABORATE:

- Sponsored posts/reels/videos
- Unboxing videos
- Video and photo creation
- Giveaways and contests
- UGC video and photo content
- Blog content
- Press Trips

EXAMPLES FROM PRIOR PARTNERSHIPS:



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