

Backpacker Flip Flops

TRAVEL+ LIFESTYLE INFLUENCER • CONTENT CREATOR



ABOUT:

My name is Joanne Hendrickson and I am a NY based travel vlogger and social media influencer. I travel the globe full time in my signature 'backpack and flip flops' style promoting destinations, tourist attractions, and products.

Having solo-traveled to all 50 states and 84 countries, my goal is to inspire other women to feel comfortable exploring the world by sharing travel experiences from an informative perspective.



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



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:

- PRESS TRIPS
- SPONSORED POSTS/REELS/VIDEOS
- VIDEO AND PHOTO CONTENT CREATION
- BLOG POSTS AND CONTENT
- SOCIAL MEDIA CORPORATE TRAININGS
- EVENTS AND SPEAKING ENGAGEMENTS
- GIVEAWAYS AND CONTESTS
- UGC VIDEO AND PHOTO CONTENT
- SOCIAL MEDIA MANAGEMENT
- PHOTOGRAPHY ASSIGNMENTS

EXAMPLES FROM PRIOR PARTNERSHIPS:



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