



It's Abby's World After All

BY: ABBY BILINSKI



ABOUT ME

I am a millennial (and yeah, I know “millennials” have a bad rap *sometimes,* but calling myself that is an easier pill to swallow than saying I just turned thirty-one this year) and I’m living life as a new mom! If you’ve ever found yourself having to justify your travel spending to your friends while juggling motherhood- we will be the best of friends!

STORY OF MY BRAND

It’s Abby’s World After All is the place to be for people who feel like me. People who are sick and tired of seeing the same cookie cutter pages online and are ready to find someone that they can relate to. I don’t know about you guys, but it gets exhausting being “aesthetically pleasing.” My brand is all about keeping it real, but still keeping it cute. My audience is comprised of millennials (ages 22-37) and adults ages 38-54. Age ain’t nothin’ but a number for my audience! Though I live in the Chicagoland area, I love to share my tips and tricks for making travel to Disney and other locations possible (especially for us millennials who are paying off mountains of student loan debt!).

BRANDS I'VE WORKED WITH



WYNDHAM



LOEWS
HOTELS



INSTAGRAM STATISTICS



846K

monthly
page reach

1.29MIL

monthly page
impressions

33.2K

monthly page
interactions

62K

current
followers

30K

average reel
views

1,970

average post
likes

WEBSITE STATISTICS



4K

Month Views

1,451

Monthly Users

1,418

Unique Visitors

AUDIENCE DEMOGRAPHICS



**NEW YORK
CHICAGO
ORLANDO
LOS ANGELES**

Top Locations
by City

**18-24
25-34**

Top Audience
Age Ranges

**85.6% WOMEN
14.4% MEN**

Gender
Distribution

CONTACT ME



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