



The Nordic Explorer
PORTFOLIO

Hotels in Iceland

About me **HI, I'M CAT!**

I work full-time as a professional content creator based in Reykjavík, Iceland.

I have extensive experience creating UGC-style short videos for social media that showcase everything from hotels, travel experiences, car rental services, and restaurants.



Cathrine Frederiksen
Content Creator &
Social Media Strategist

WHERE TO STAY IN ICELAND?

This is one of the most common questions I get from travelers planning their Iceland adventures.

I create various short video formats showcasing hotels. From scenic 5-10 sec. videos that focus on aesthetic moments to 45-90 sec. videos that show the hotel through storytelling.

In this portfolio, I've gathered a selection of my work for hotels in Iceland.



Kerlingarfjöll **HIGHLAND BASE**

This is Iceland's most remote place to stay, and I've had the pleasure of filming it twice. Once, for Guide to Iceland during a snowstorm in May, and later for The Nordic Explorer during the month of August.

Click the images to see video examples.



Introduction



Weekend summary



Review



Inspirational

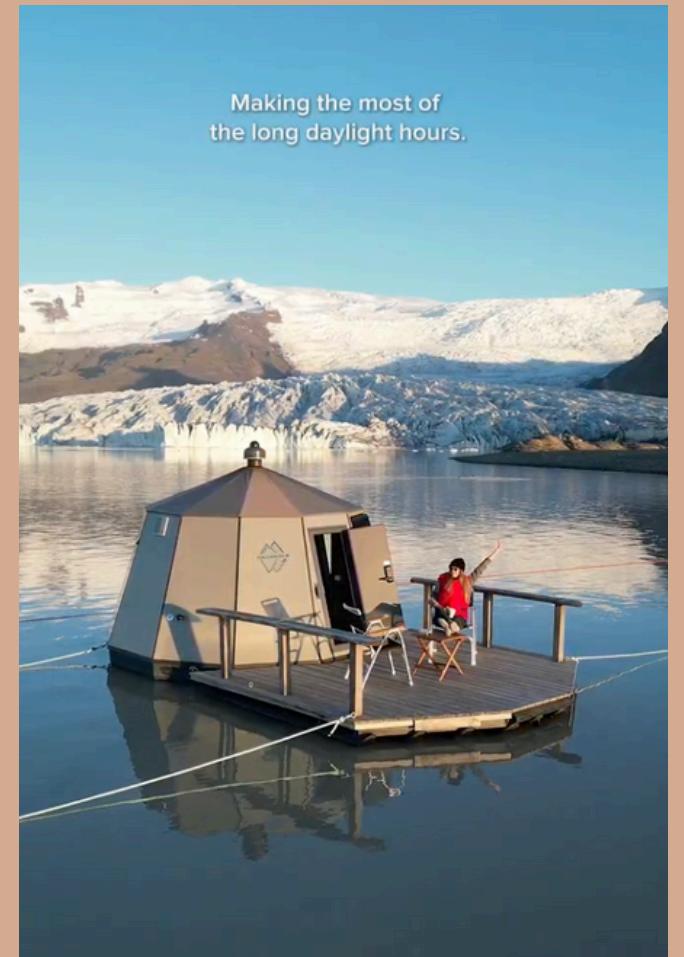
Fjallsárlón GLACIER LAGOON

For Guide to Iceland's social media, I created short videos from an overnight experience where I stayed the night in an Igloo Hut on the glacier lagoon, Fjallsárlón, on the South Coast of Iceland.

Click the images to see video examples.



The Experience

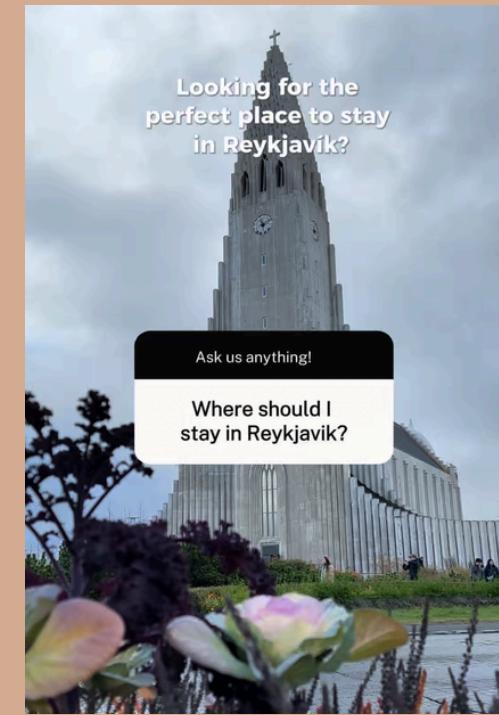


Inspirational

Reykjavík **EXETER HOTEL**

I've created UGC videos for Exeter Hotel and their restaurant partners to promote special offers and events. Plus, about the hotel in general as a luxurious place to stay in the city.

Click the images to see video examples.



QA



Special offer



Inspirational



Live jazz

Siglufjörður **SIGLÓ HÓTEL**

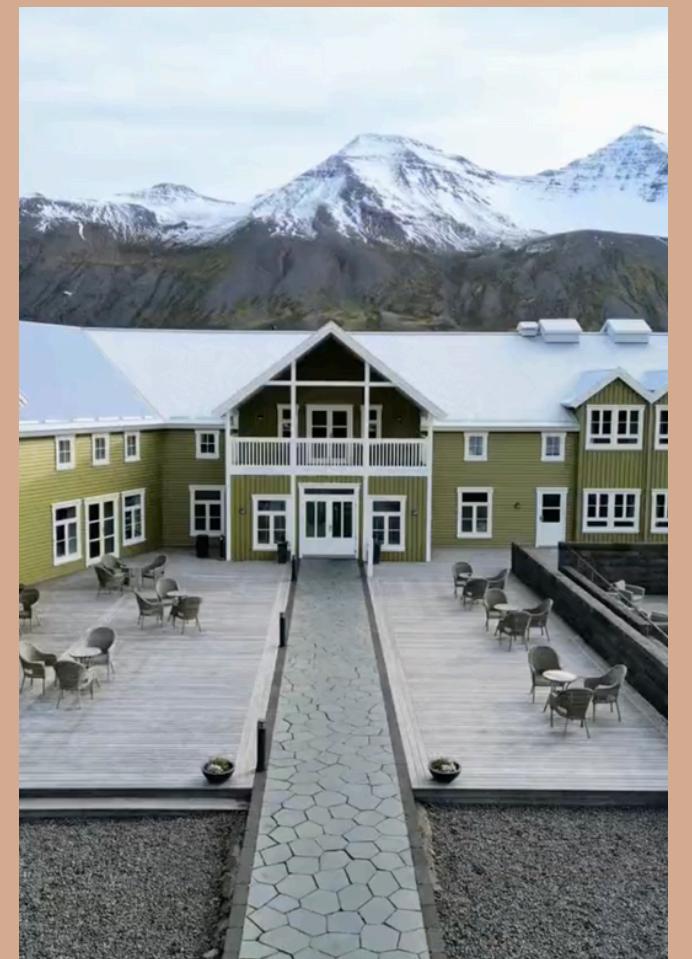
Owned by Kea Hotels, Sigló Hótel in the small village of Siglufjörður is the perfect place for a getaway in North Iceland.

I filmed this beautiful place as part of a road trip for Guide to Iceland.

Click the images to see video examples.



Introduction



Inspirational

Jökullsárlón HÓTEL JÖKULSÁRLÓN

As part of a longer road trip, I visited the newly opened Hôtel Jökulsárlón and stayed the night in the winter darkness to promote it on Guide to Iceland's social media.

Click the image to see the video example.



Introduction

Vík í Mýrdal HÓTEL KATLA

This charming farm hotel, also owned by Kea Hotels, has a prime location in South Iceland's most popular town, Vík í Mýrdal. I've created content from it a couple of times for Guide to Iceland.

Click the image to see the video example.



Introduction



Road trip

GET IN TOUCH

Please send me an email with details about your business or project, and I'll be happy to put together a proposal for you.

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