

A vintage world map is the background, showing continents like North America, Europe, and South America. Overlaid on the map are several travel-related items: a brown leather camera case with a silver camera lens, a round silver compass, and a white notebook. The text 'THE Dreampacker' is written in a large, white, cursive font across the center of the map. Below it, a yellow banner contains the text 'MEDIA KIT'. To the right of the banner, the year '2016' is written in a large, bold, black font. The map includes a 'COLOR LEGEND' and 'BACON'S STANDARD MAP OF THE WORLD' text.

THE Dreampacker

MEDIA KIT

2016



WHO AM I?

I'm Dann Castillo. If you've read my blog long enough, you'll know my story. It's one of those "girl meets boy", but more like "girl wants advanced degree, gets accepted into Uni, but can't afford it so she decides to drop everything and travel the world instead". You know. A Classic.

I'm a recent nomad. Last summer I quit my job in digital marketing and started travelling for a living. I am a freelance writer, illustrator and community manager. I have a BA in Communications sciences and I've worked as a screen player, art director, journalist and social media strategist. Currently, I work as a collaborator in Matador Network in Spanish and, if you like me after you read this, maybe I'll work with you as well!

Why work with The DreamPacker?

The DreamPacker.com is a space for solo female travellers. They are adventurous, but they also enjoy the small things in life, like art, books, good food and fashion. It has a highly niche demographic with an audience that deeply relies in online information and other traveller's advice.

The DreamPacker is a new blog. I can't deny it. But that doesn't mean it doesn't have a lot of potential. I've been getting new followers in my social media channels even since before I started uploading content to the site. And that is because The DreamPacker has a theme that keeps audiences interested. The blog has a background story and people can really connect to it. After all, who hasn't dreamed about quitting everything, grab a backpack and travel the world?

The excitement, the uncertainty and the unavoidable sense of adventure of my life choice can really keep people's attention and I'm sure we can use that curiosity for the purpose of your brand. Besides, I'm an extremely innovative person. I have experience in several creative fields. I'm a trained writer and designer, but I also know how to take pictures, how to make a video and edit it and how to publicize through social media.

I'm a girl full of ideas and I'm a firm believer that the difference between a good work and a memorable one relies in the small details. I've inspired people through my blog and I'm looking forward to inspire you and your clients as well.

HOW CAN WE WORK TOGETHER?

Thanks for asking! There are so many ways we can collaborate. Here are some ideas, but if you have your own, you can contact me and we can be awesome together!

Press Trips

If you are looking for an innovative way to promote your destination, tour, restaurant or activity, The DreamPacker could be the perfect option. I'll provide a unique approach of your venue from my personal experience and promote it through my website and my social media channels. I'll write one or even a series of compelling pieces for the blog and several social posts per day. It can also include beautiful photography and video.

Content Creation - Writing

I'm experienced both in fiction and journalistic work. So, if you need a written collaboration for your website, book or any other media, I'm your girl. I am available to write articles, short stories, screenplays and any other kind of literary work.

Brand Ambassadorship - Giveaways

The DreamPacker is all about female travel, food, fiction, art and fashion. If you are a brand that matches the blog's style, let's do something about it! There are many ways we can collaborate to make your brand even more awesome. I can review your product and write some posts about my experience with it, offer giveaways for the readers and upload a series of pictures or videos through my social media. But if you have something else in mind, let's hear it! I'm always open to new ideas.

Illustration - Graphic Design

Logos, children books, postcards, brochures, bookmarks, advertisements or any other kind of visual support you have in mind, I can make it. You can check my illustration portfolio on my blog, but I also do standard graphic design orders. If you have an amazing idea you can take advantage of my creative self and make it happen.

Community Management

I've been working as a Community Manager for the past three years. I can happily provide you with specialized consulting to reach your audience. We can develop a media strategy and create several campaigns for your media channels. Also, I can develop original graphic and audiovisual content to feed your social networks and engage with your target.

In my last job as a community manager, we managed to grow our audience in 40% just in the first year and develop several campaigns that are still running to the date.

Advertisement

Widgets, banners and other spaces of promotion are available to be displayed on my sidebar. If you would like to advertise in my website we can discuss between a variety a sizes and time frames.





THE DreamPacker

SOLO FEMALE TRAVEL & STORYTELLING BLOG



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