

My Curly Adventures

MEET JESSICA



Jessica Serna is the Blogger of MyCurlyAdventures, a Texas based travel brand that inspires people to find magic in the everyday and encourages people to live a travel lifestyle even with a 9-5 through looking for local getaways.

She takes readers on adventures throughout her state and beyond with her husband and showcases how sometimes you "travel the world" without having to travel far.

Through these trips, she shares married life, managing curly hair, and the excitement of making every moment magical. She has published a travel guide to share these adventures.

Jessica's followers, majority of whom are young women in Texas, always ask her about weekend getaways, bachelorette party/girls weekend places, date weekend getaways and family trips destinations. There's nothing Jessica loves more than exploring & sharing all of Texas' nooks and crannies, waterfalls and lakes, State Parks and coffee shops, boutique hotels & amazing restaurants with her following, reaching millions of people each month.

BLOG STATS

60K
Website - UMV

20K
Email Subscribers



DEMOGRAPHICS

80% **45%**
Females 25-34

25%
35-44

TOP CITIES



San Antonio, Dallas, Houston, Austin, Fort Worth



143K

@mycurlyadventures_



501K

@mycurlyadventures



450K

Monthly Views

@mycurlyadventures



55K

@mycurlyadventures



5K

@mycurlyadventures

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BRAND PARTNERSHIPS

One of the biggest things Jessica takes pride in is that once the collaboration is over, it never truly ends. Oftentimes, the brands that MyCurlyAdventures works with continue to receive features for years to come including traditional media features such as tv and print as well as inclusion in other round up blog posts and additional social media posts. Additionally, many news sources and publications use her content to source their own material. Plus a dedicated city location for features (coming soon) and dedicated hashtags on social media so people can always see what we recommend in each city Ex: #mcavisitplano

HOTELS / PLACES TO STAY



The Inn Between

Social Shares:

- IG Reel = 218,000 views,
- FB Reel = 100,000 views,
- TikTok =143,000 views

Traditional Media

[WFFA \[LINK\]](#),
[NBC DFW \[LINK\]](#),
[Kens 5 \[LINK\]](#),
[YouTube \[LINK\]](#).

"Working with Jessica from @mycurlyadventures_ has been one of the best things we've done for our business. We've received substantial growth on our social platforms as well as bookings as a direct result of her featuring us on her social platforms. We were pleasantly surprised to see Jessica continue to share our business through interviews on tv, online articles, and videos. Jessica is so easy to work with and such a good human. The guests we've received who follow Jessica are always incredible guests, because she has nurtured such a quality following. We've worked with many influencers and content creators, but Jessica is definitely one of the best." – The Inn Between



Retreat on the Hill

Social Shares:

- IG Reel = 123,000 views,
- FB Reel = 925,000 views,
- TikTok =61,000 views

Traditional Media

[Kens 5 \[LINK\]](#),
[Society Life \[LINK\]](#).

"Our team wants to thank you for sharing a video of our venue on TikTok and Instagram earlier this week! Traffic to our website for the 7 days after your post was up 1,200%, We gained +41,000 new followers on Instagram, We had 1,113 reservation inquiries when we typically see 50-60 per week this time of year, As a bonus, other regional and statewide travel pages found and want to work with us. You've put us on the map! I also want to applaud you for your work. Your content is beautiful, valuable, and helps small businesses grow. Please keep doing what you're doing!" – The Cove at Bear X



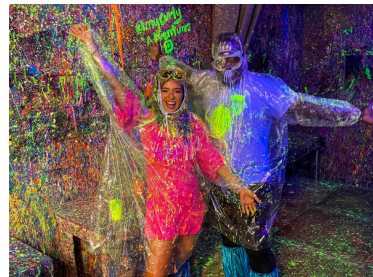
Omni

Social Shares:

- IG Reel = 45,000 views,
- TikTok =506,000 views

Traditional Media

[WFAA \[LINK\]](#),
[Dallas Observer \[LINK\]](#),
[YouTube \[LINK\]](#).



Pipe & Palette

Social Shares:

- IG Reel = 126,000 views,
- FB Reel = 188,000 views,
- TikTok =282,000 views

Traditional Media

[YouTube \[LINK\]](#).



Cove at Bear X

Social Shares:

- IG Reel = 6.3 mil. views,
- FB Reel = 5.3 mil. views,
- TikTok =2.6 mil. views



Moody Gardens

Social Shares:

- IG Reel = 56,000 views,
- TikTok =184,000 views

Traditional Media

[Kens 5 \[LINK\]](#),
[Dallas Observer \[LINK\]](#),
[YouTube \[LINK\]](#).

BRAND PARTNERSHIPS



Bulova in partnership with InStyle



Campo Viejo wine



Southwest Airlines



Lowes



Natural Grocers



Pepsi



Procter & Gamble



Bud Light



"We loved Jessica's fun, travel focus as well as her bright, colorful imagery. Likewise, her macro-level following was a must for us in an awareness-oriented campaign. Finally, her southern area was our last deciding factor in our decision to ultimately work with Jessica for this campaign. Her bright, colorful imagery lends to our own brand world quite nicely. We loved how she's able to really tell a story through her photography and videography. Jessica was quick and timely about sharing her creative assets. She was the first of our influencer partners for this campaign to send us her photographs and videos for review."
--- Alli Kennon, Social Media Manager, Xenopsi



"Jessica's Instagram perfectly speaks to a Texas-based audience. Her content is lively and adventurous. We were looking to increase awareness in Texas and Jessica seemed like the perfect fit with her focused Texas messaging. Her content is family-friendly and adventurous, which perfectly aligned with what we were looking for. Jessica was incredibly easy to work with and understood our vision for content. She was creative and went way beyond just holding our products and smiling. She also made sure our branding had great visibility in the content."

