



TARRY LAURENSIA

MEDIA KIT

Travel & Lifestyle

Blogger, Content Creator & UGC Creator



WWW.TARRYLARENSIA.COM

Hello...

Hi, I'm Tarry — a Travel & Lifestyle Content Creator from Indonesia. Since July 2026 I've been traveling across Europe — Malta, Paris, Switzerland, and Copenhagen — with Helsinki, Tallinn, Riga, Warsaw, and Budapest coming up.

I share hotel stays, travel experiences, and lifestyle moments across Instagram, TikTok, YouTube Shorts, and my travel blog — with a focus on immersive, story-driven content across 32 countries.

10+ years in branding & digital marketing means every collaboration is both creative and strategic



Why Work With Me?

- **Content You Can Repurpose**

Every deliverable is created as brand-ready content — professionally shot photos and videos that can be repurposed across social media, websites, digital campaigns, and marketing materials. More than just a post, it's a long-term visual asset for your brand.

- **Travel Is Becoming Part of Modern Lifestyle**

As international travel continues to grow among Indonesian travelers, premium travel essentials are becoming increasingly relevant to a new generation of modern and experience-driven consumers. As an active traveler with upcoming international travel plans, I create content that naturally connects with this audience.

- **The Indonesian Market Is On the Move**

Indonesia is entering the global top 15 outbound travel markets, fuelled by a rising middle class actively exploring beyond Asia. Europe is a fast-growing aspirational destination for this segment — and my audience sits right at that intersection. (Source: Visa Asia Pacific Travel Report, 2025 | BPS Statistics Indonesia, 2024)

- **Content Designed Beyond Organic Reach**

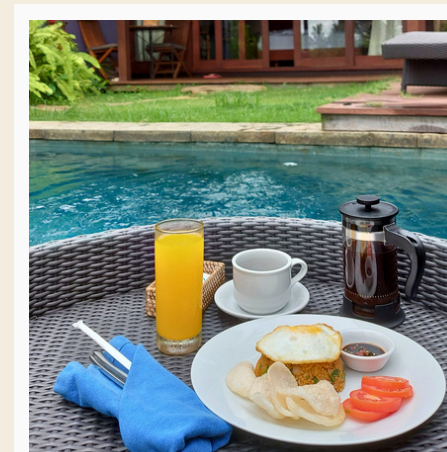
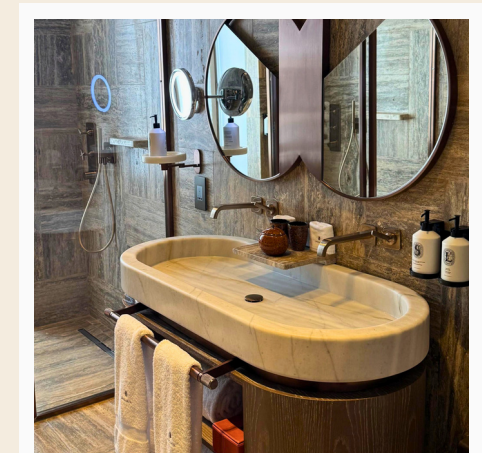
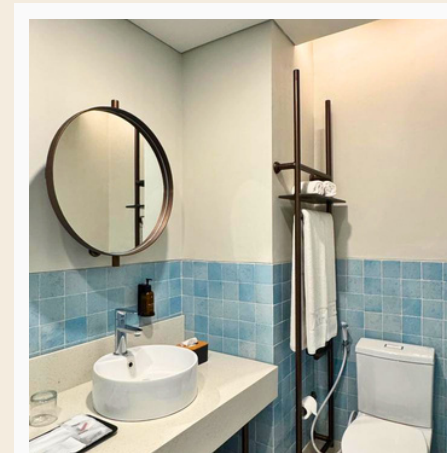
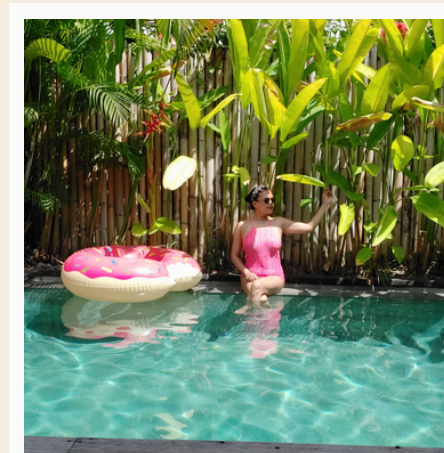
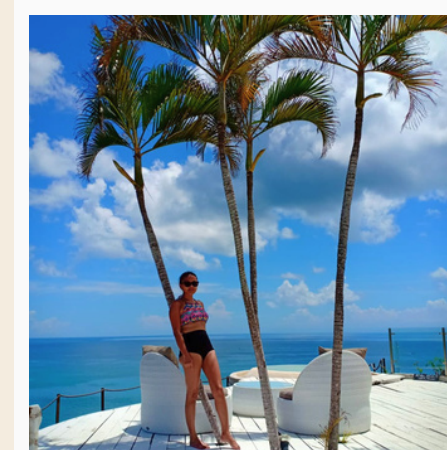
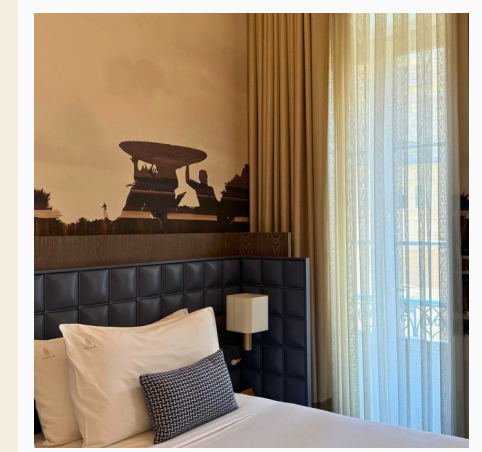
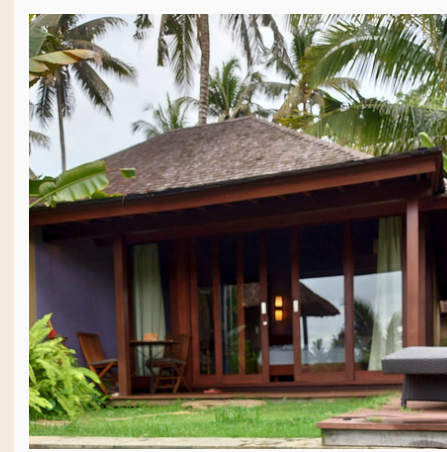
I'm open to content licensing, boosted campaigns, and paid usage — allowing brands to maximize content performance beyond my own platforms and turn UGC into a broader marketing asset.

- **Premium & Story-Driven Visual Approach**

My content focuses on clean aesthetics, thoughtful details, and immersive storytelling that aligns naturally with premium lifestyle and travel brands.

- **Strategy Behind Every Frame**

With 10+ years of experience in branding, digital marketing, and social media, I create content that balances aesthetics, storytelling, and brand value — designed not only to look good, but also to connect with the right audience.

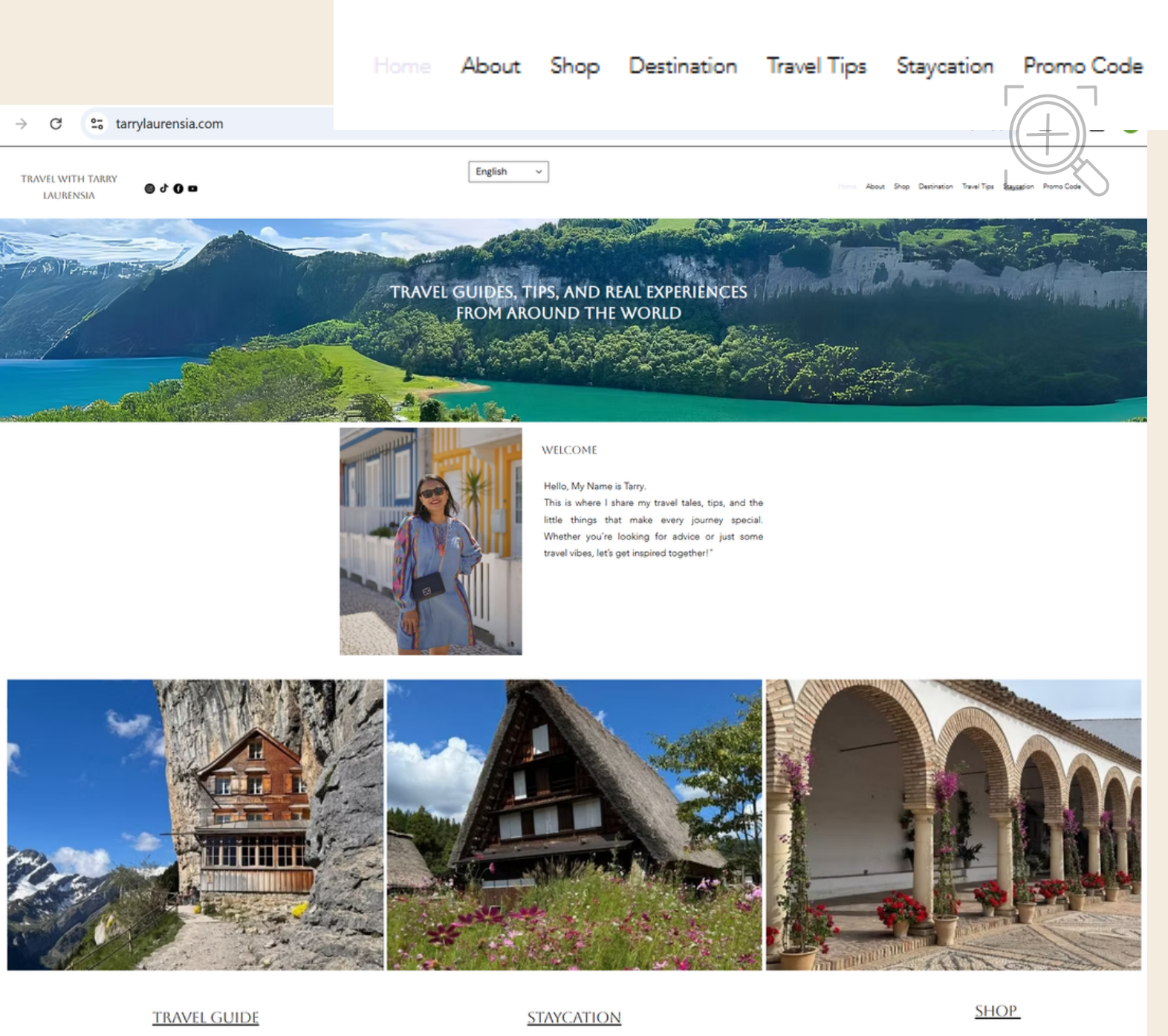
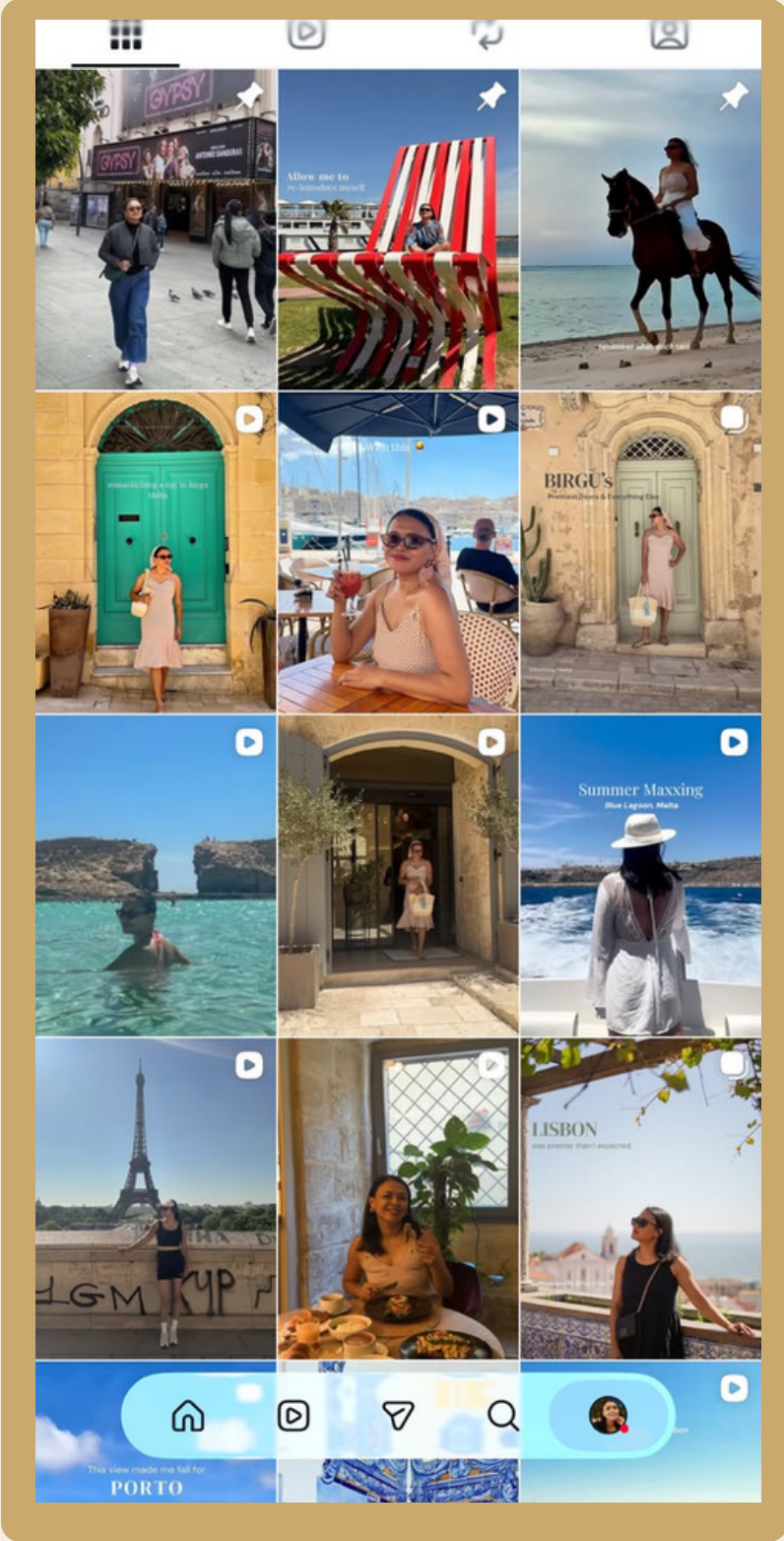
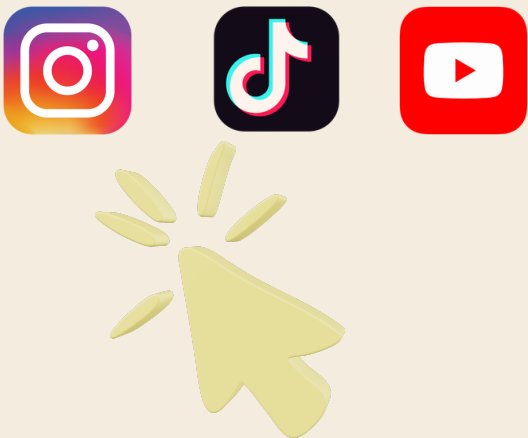


Online Presence

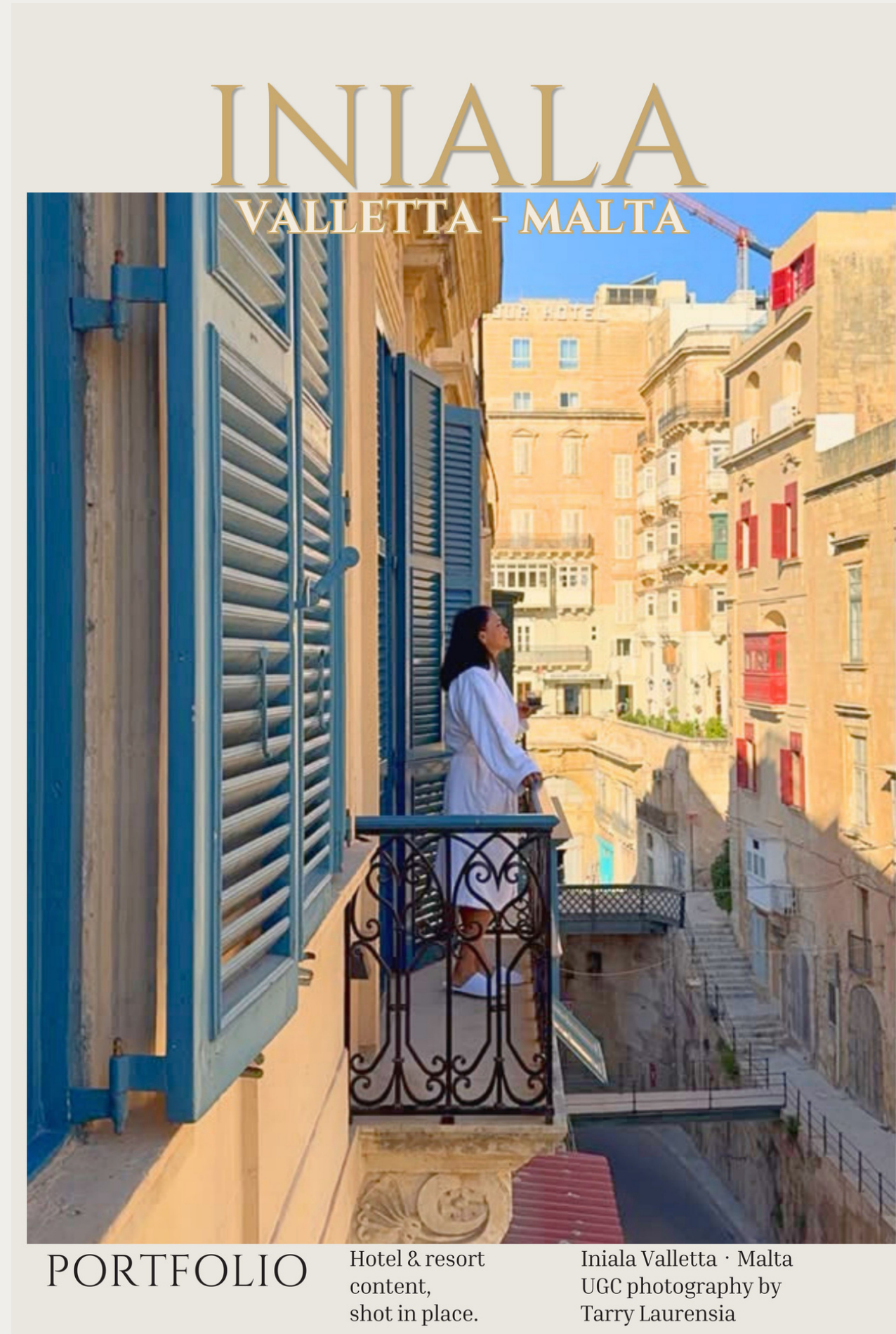
[SOCIAL MEDIA] @TARRYLAURENSIA

[WEBSITE] WWW.TARRYLAURENSIA.COM

@TarryLaurensia



Check out my recent
Hotel Portfolio
here



Past Collaborations

[Worldpacker – Volunteer Work]

Social Media
ABRUZZO BORGO, Pescara
ITALY



[TikTokGO – Hotel]

Content Creation & Affiliate
ARTOTEL Simpang Temu, Jakarta,
Indonesia



[Asia – Sponsored Content]

Instagram Reels
Co&Co Ginza, Japan



SERVICES & RATE CARD



Services Offered

Comprehensive Solutions for Your Brand



Sponsored Content

Engage your audience through tailored sponsored reels, videos, and social media posts designed to showcase your brand in a captivating, authentic, and visually appealing way across multiple platforms.



Content Creation

Photos and videos your team can use across your own social channels, website, press kit, or paid campaigns



UGC

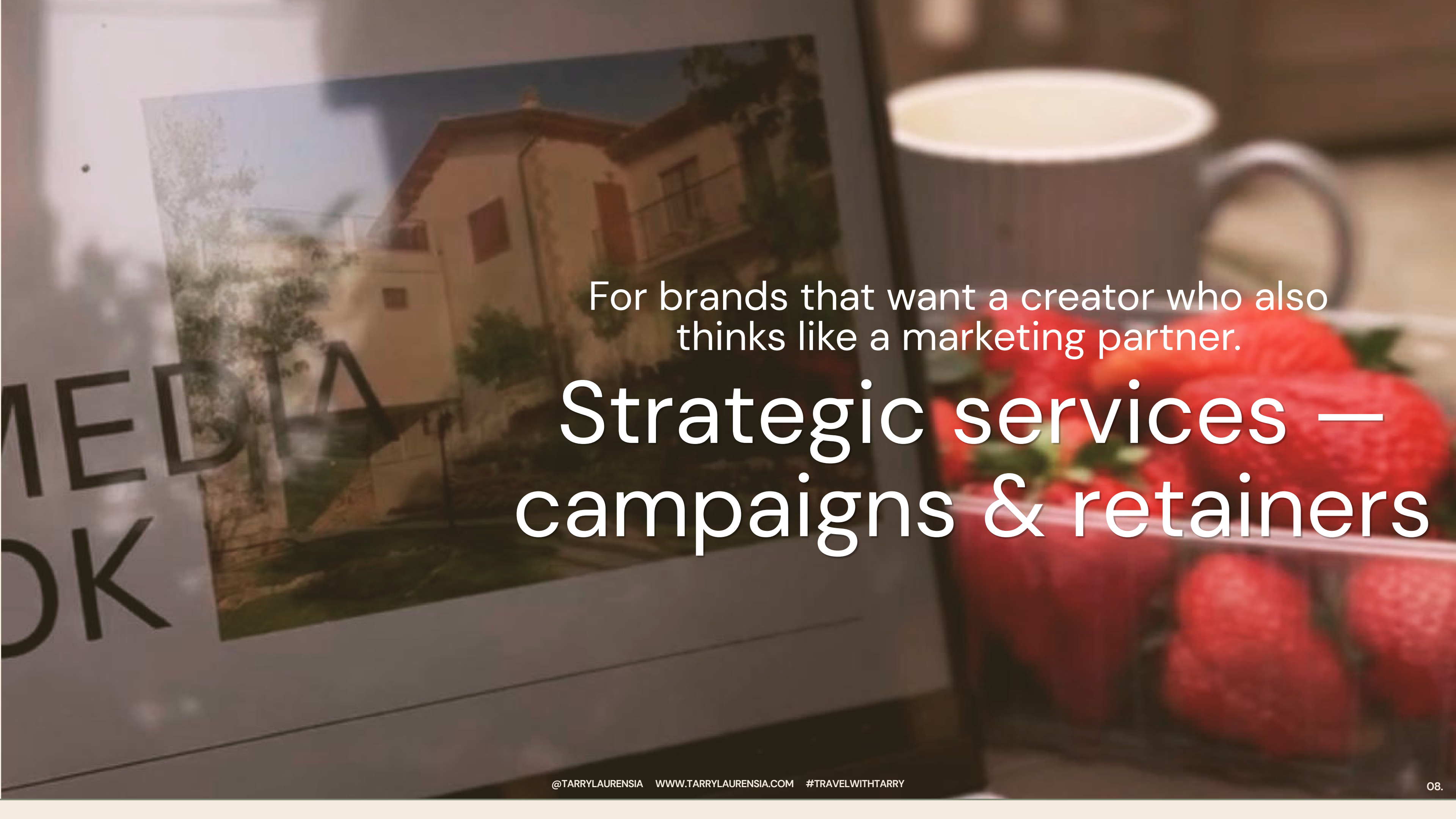
Leverage fresh, user-generated style content through customized UGC packages, offering fresh shoots or repurposed content to keep your brand's narrative engaging, relatable, and dynamic across platforms.



Campaign Strategy

Develop impactful campaign concepts and creative strategies tailored for mini, medium, or full-scale brand launches, helping your brand connect with the right audience effectively.

*rate-card available on request.



For brands that want a creator who also
thinks like a marketing partner.

Strategic services — campaigns & retainers

Strategic services — campaigns & retainers

*Pricing & rate card available upon request

Mini Campaign

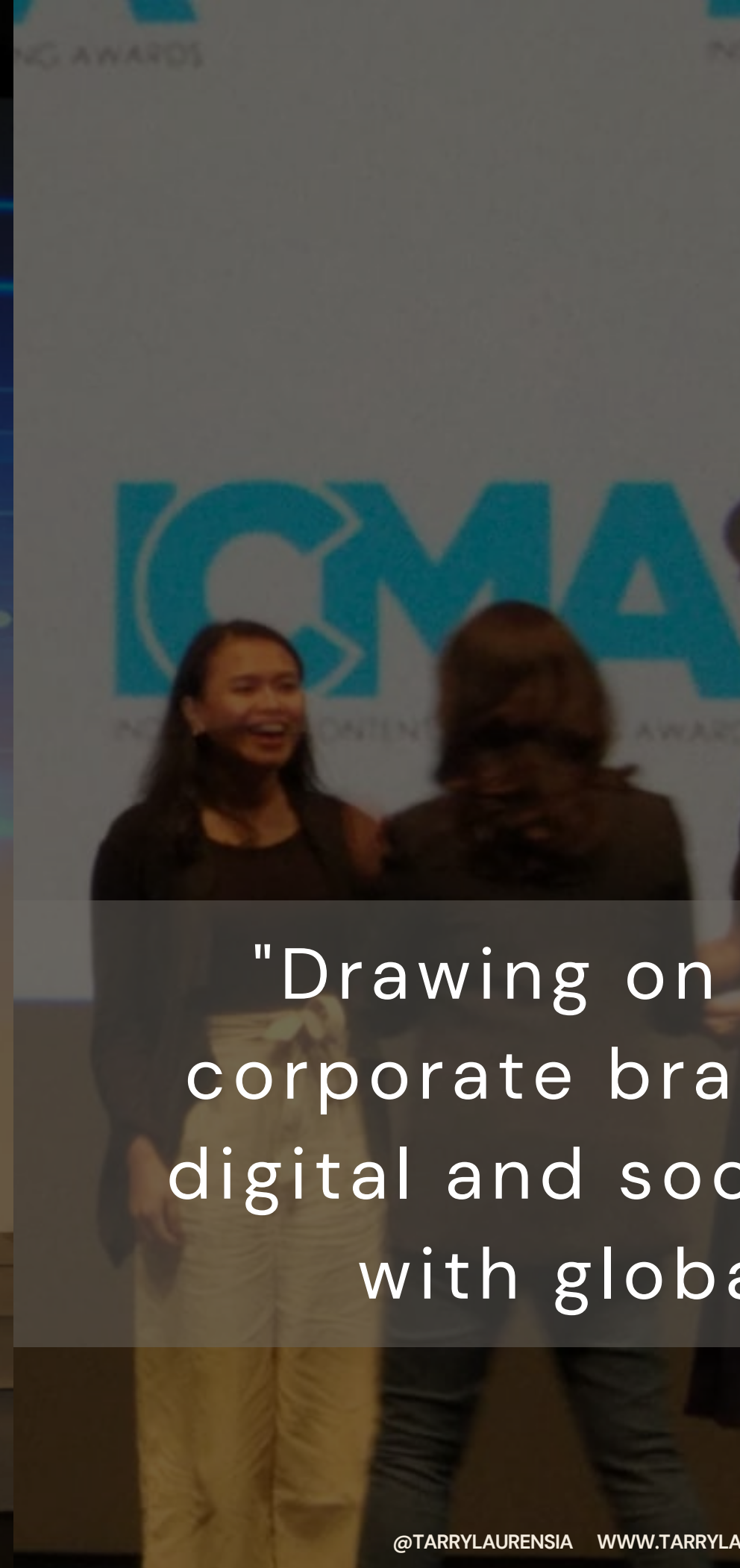
Social Media Strategy,
1 Hero asset,
3–5 supporting posts,
captions, hashtags, final report

Mid Campaign

Social media Strategy,
1 Hero asset,
4–6 supporting posts,
captions, hashtags, final report,
content calendar, community
management for 2 weeks,
mid + final report

Full Launch

360 Digital Strategy (social media,
website, KOL strategy, digital OOH)
2 Hero asset,
8–12 supporting posts,
captions, hashtags,
paid ad creative, full community
management, weekly reports + case
study



"Drawing on 10+ years of corporate brand, marketing, digital and social experience with global brands"

LET'S COLLABORATE

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#TravelWithTarry

**Check Out My Portofolio
Here**

