



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, I will be travelling across Europe in July – August 2026.

I share travel experiences, hotel stays, and lifestyle moments across Instagram, TikTok, YouTube Shorts, and my travel blog — with a focus on immersive, story-driven content across 26 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.

- **Content Designed Beyond Organic Reach**

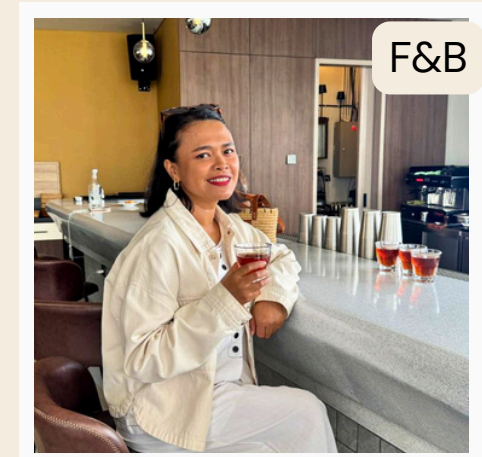
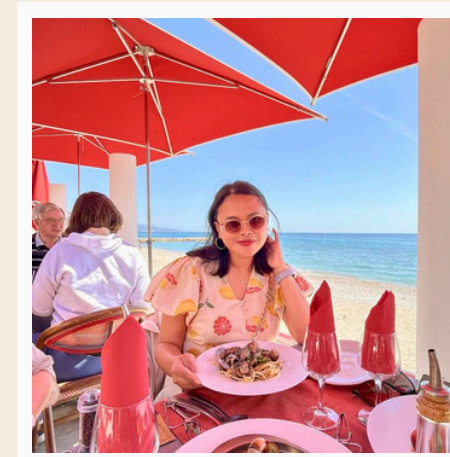
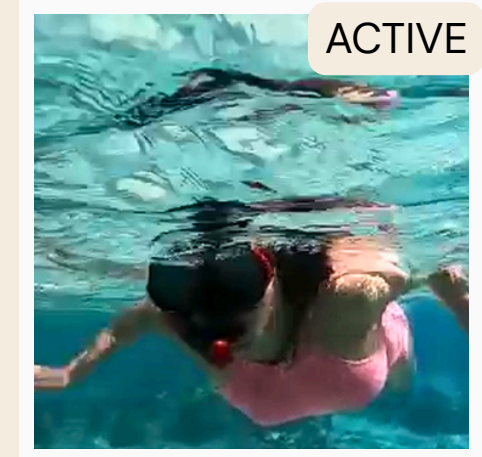
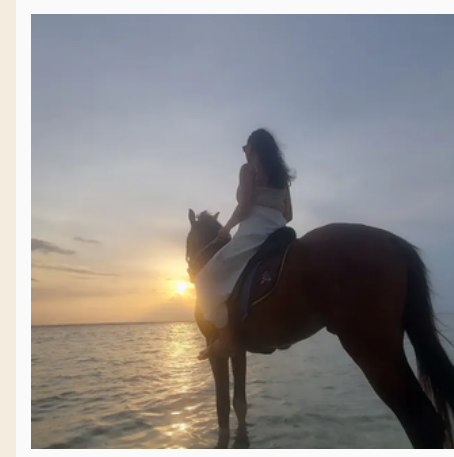
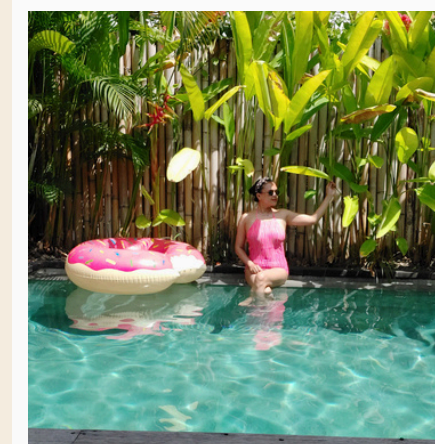
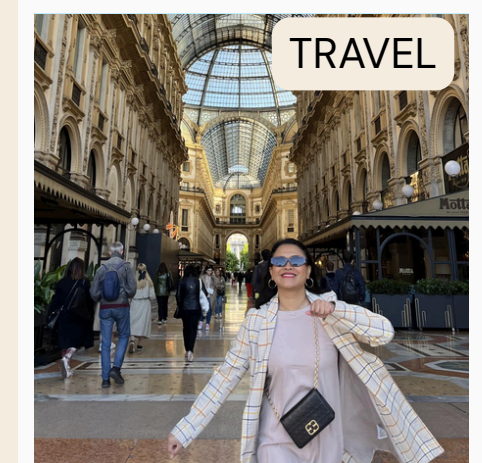
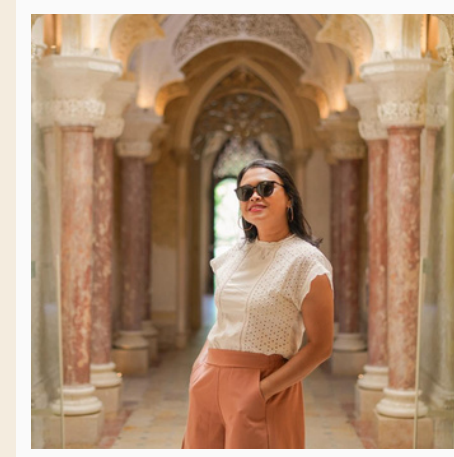
I'm open to content licensing, boosted campaigns, and paid usage — allowing brands to maximize content performance beyond my own platforms and turn UGC into a broader marketing asset.

- **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**

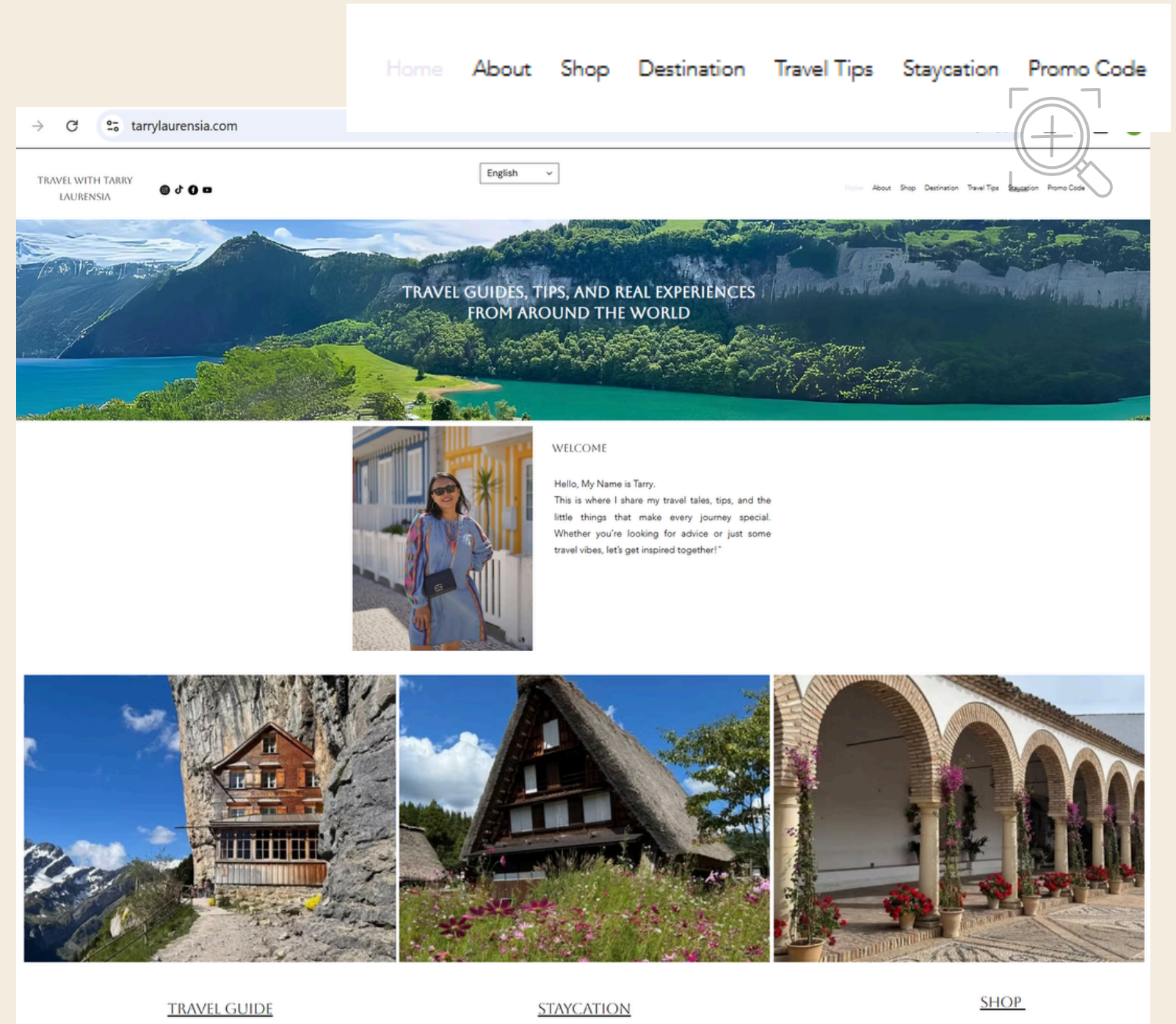
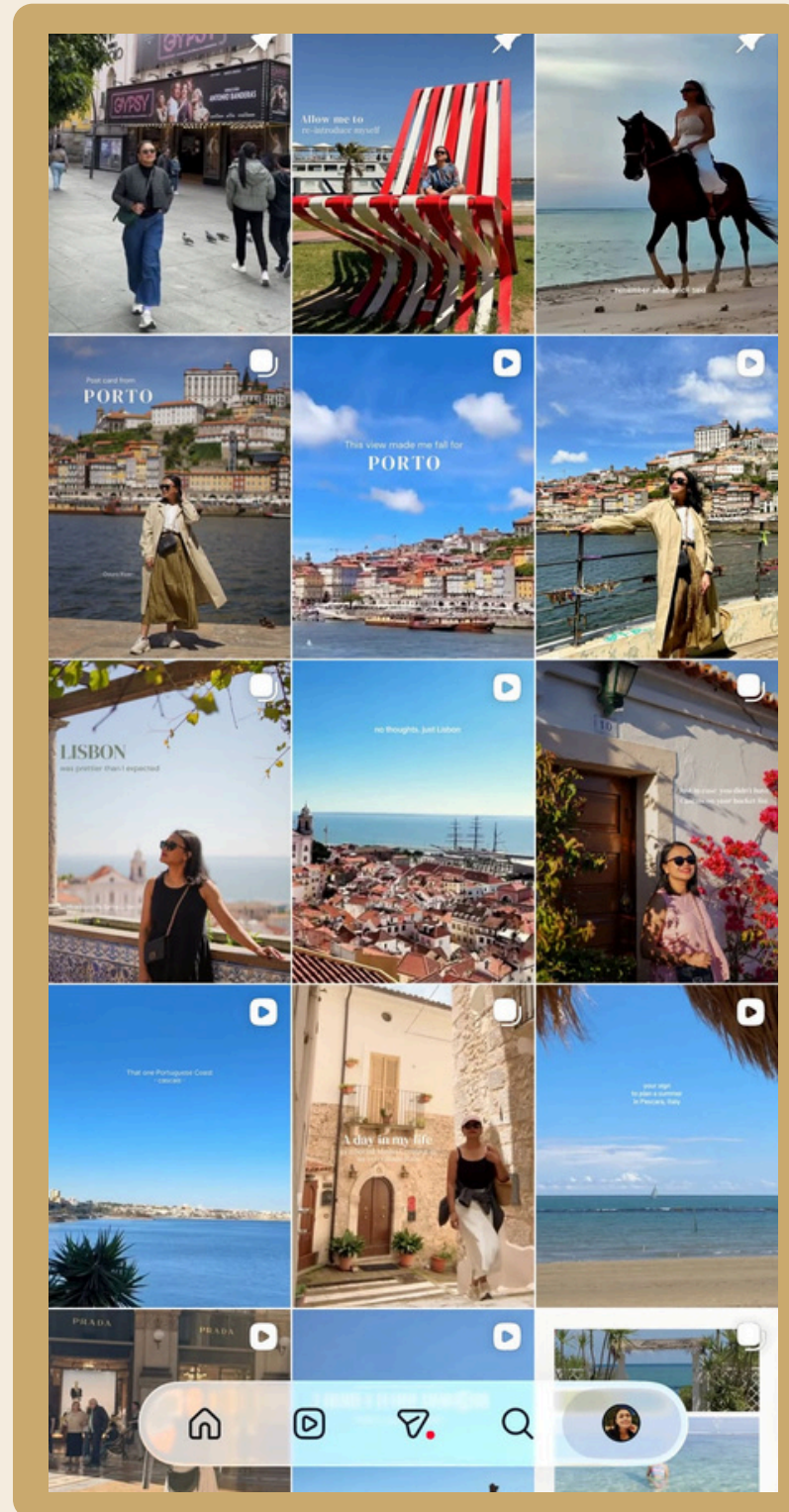
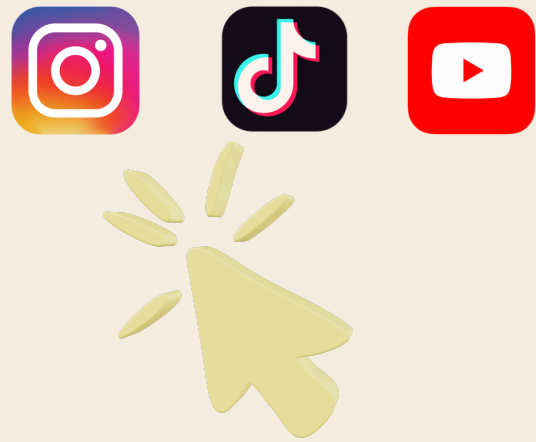
With 10+ years of experience in branding, digital marketing, and social media, I create content that balances aesthetics, storytelling, and brand value — designed not only to look good, but also to connect with the right audience.



Online Presence

[SOCIAL MEDIA] @TARRYLAURENSIA

[WEBSITE] WWW.TARRYLAURENSIA.COM



SOCIAL MEDIA

@tarrylaurensia



Period : 11 Feb – 11 May 2026

Follower	3,377 Female 80%, Male 18%	3,872 Female 80%, Male 18%, Others 2%	345 Female 54%, Male 46%	1,062 Female 54%, Male 46%
Core Age	18-24 years : 13.9% 25-34 years : 39.2% 35-44 years : 30%	18-24 years : 13.6% 25-34 years : 39.4% 35-44 years : 29.9%	18-24 years : 12.1% 25-34 years : 41.7% 35-44 years : 25.7%	35-44 years : 50.5% 25-34 years : 20.1% 45-54 years : 17.8%
Top 6 Location (Last 90 days)	Indonesia 71.9 % United States 0.6 % Spain 0.2 % Malaysia 0.2 % United Kingdom 0.1% Italy 0.1%	Indonesia 70.3% Malaysia 1.5 % United States <1% Spain <1% United Kingdom <1% Italy <1%	Indonesia 61.6% India 4.5% United States 3.1% Italy 1.3% Spain 1.3 % France 1%	Indonesia 94.2% United States 1.4% India 1% Bangladesh 0.5% Germany 0.5% Ghana 0.5%
Last 90 days	Views : 107,214 Reach : 67,802 engagement : 4,614 ER : 6.8%	Views : 102,600 Reach : NA interaction : 3,634 ER : 3.5%	Unique Views : 31,811 Impression:83,031 interaction : 2,091 ER : 6.6%	views: 9,779 Impression : 3,423 Engagement : 504 ER : 14.7%
Format	Reels : 89,4% Posts : 9.5 % Stories : 1.2%	Reels : 96% Carousel : 4 % Stories : <1%	Youtube Video : 0 Youtube Shorts : 100%	Reels : 80.6 % Posts : 17.9 % Stories : 1.2%

Past Collaborations

[Worldpacker – Volunteer Work]

Social Media
ABRUZZO BORGIO, 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

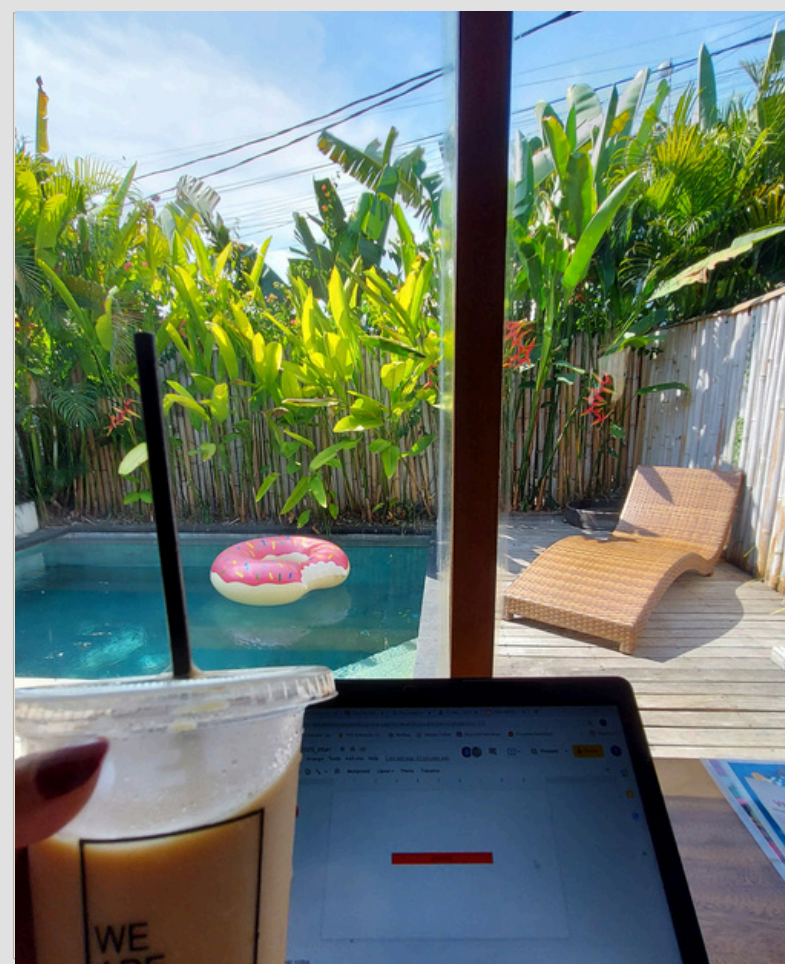
Comprehensive Solutions for Your Brand

*Pricing & rate card available upon request



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.



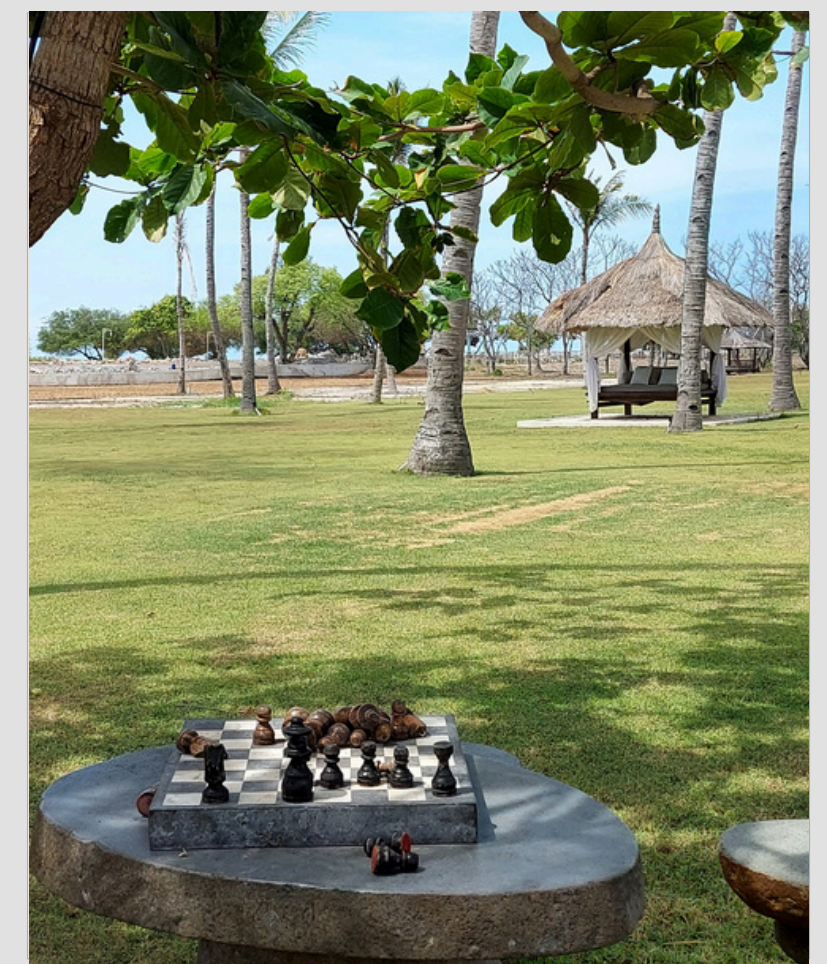
Content Creation

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.



For brands who 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

TARRY LAURENSIA

Jakarta, Indonesia

itstarrylaurensia@gmail.com

+62-81181188726

@TarryLaurensia

www.TarryLaurensia.com

#TravelWithTarry