

MARKETING & SOCIAL MEDIA

CONTENT CREATOR

TRAVELLER

# RALUCA TARCEA



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# ABOUT ME

As a travel influencer, I explore the world's most captivating destinations and share my experiences with a global audience. I offer an authentic and engaging perspective that resonates with adventurous explorers and cultural enthusiasts alike. Through captivating storytelling and stunning visuals, I bring the beauty of travel to life.



## MARKETING & SOCIAL MEDIA

Navigating the ever-evolving landscape of social media, I leverage platforms such as Instagram and Threads to engage with my community and offer the best travel advice. My approach to social media relies on 13+ years of working in the industry to ensure maximum reach and impact.

## CONTENT CREATION

With a keen eye for detail and a passion for travel storytelling, I strive to create compelling content that inspires wanderlust. From vivid descriptions of breathtaking destinations to engaging narratives that delve into detailed experiences, my content is meticulously curated.

# EXPERTISE



# UNDERSTANDING MY AUDIENCE

## DEMOGRAPHICS

My engaged audience ranges from 18 to 45, with a strong interest in adventure, luxury, and one of a kind experiences.

## INTERESTS

They are intrigued by cultural immersion, sustainable travel, and unique accommodations.

## INSPIRATION

My audience seeks inspiration for their next adventure and values authentic recommendations.

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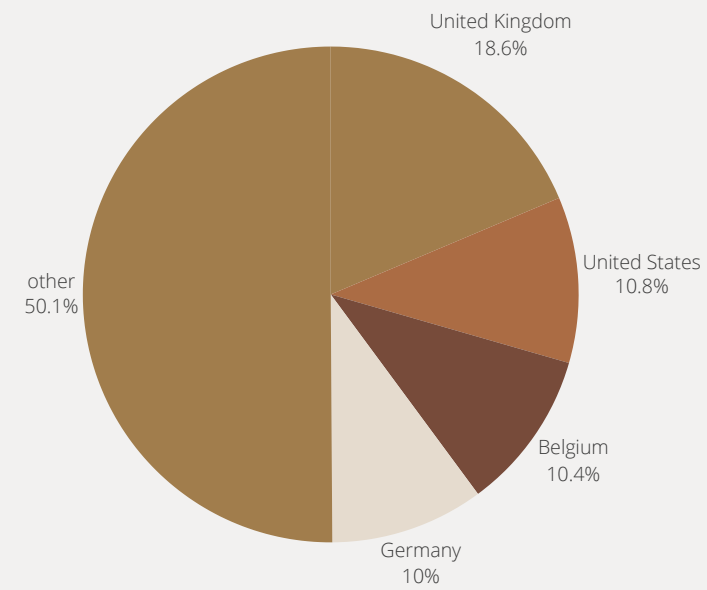
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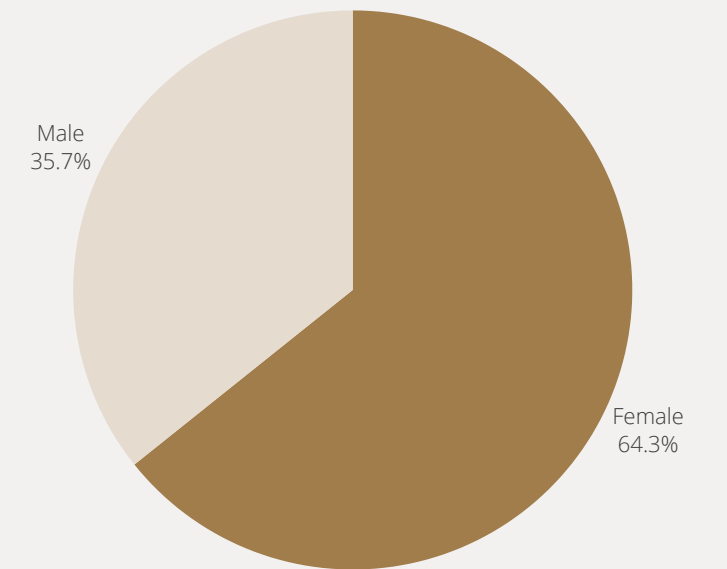
# UNDERSTANDING MY AUDIENCE

## TOP LOCATIONS



- United Kingdom
- United States
- Belgium
- Germany

## GENDER



- Female
- Male

## AGE RANGE

**13-65+**



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# MEASURING MY REACH

INSTAGRAM

**9K+**

Followers

THREADS

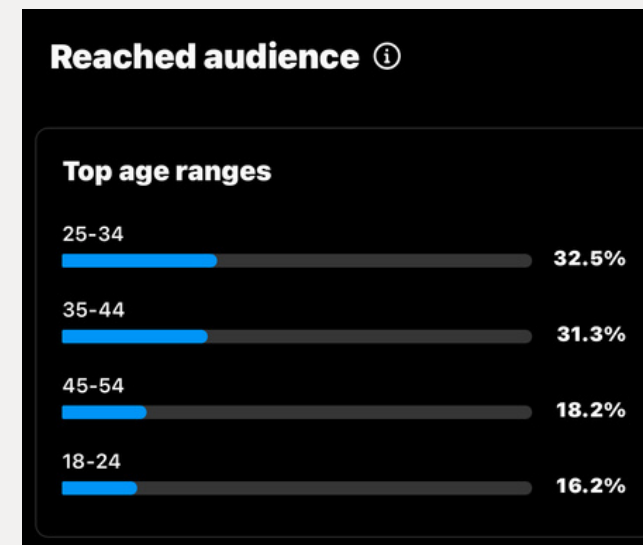
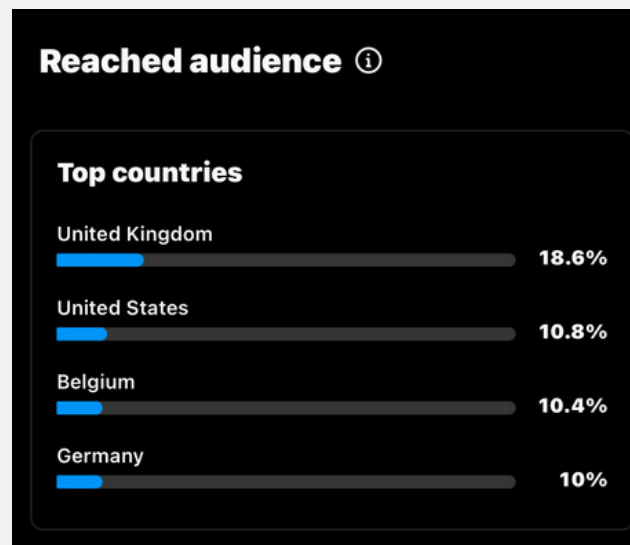
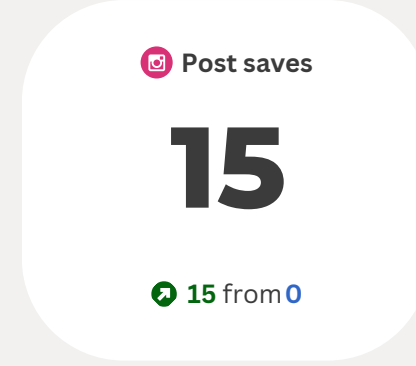
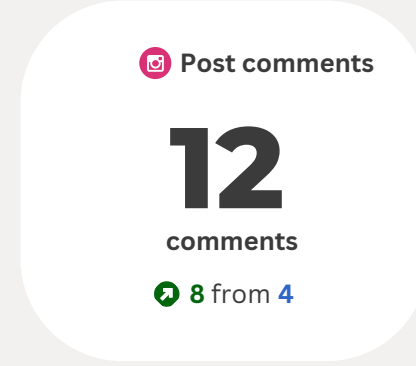
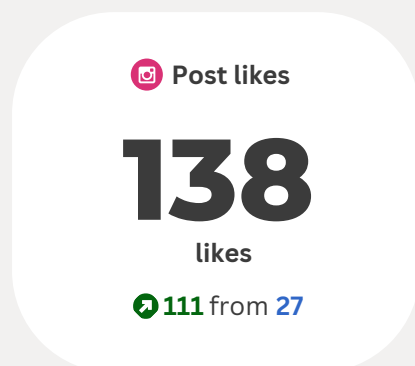
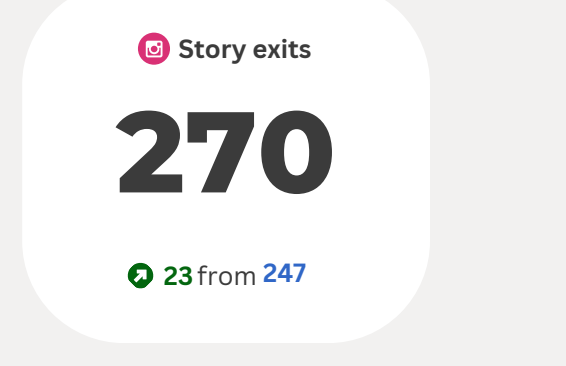
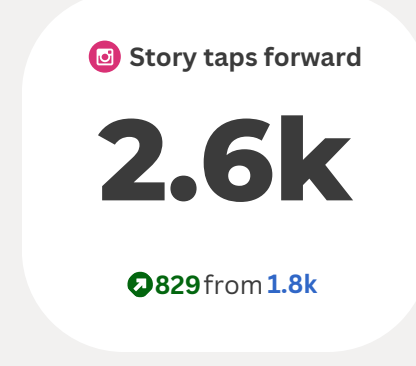
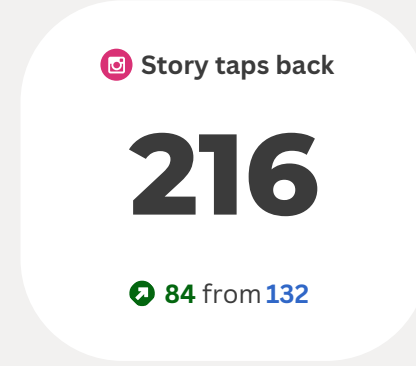
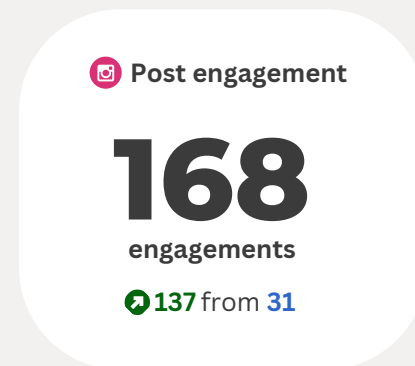
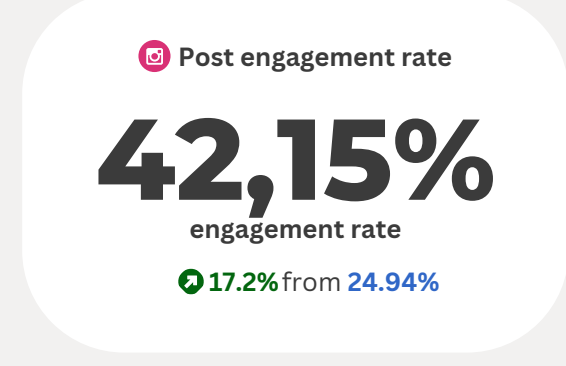
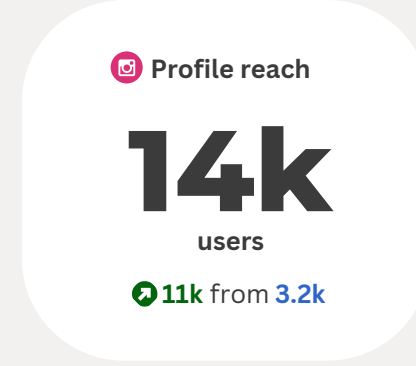
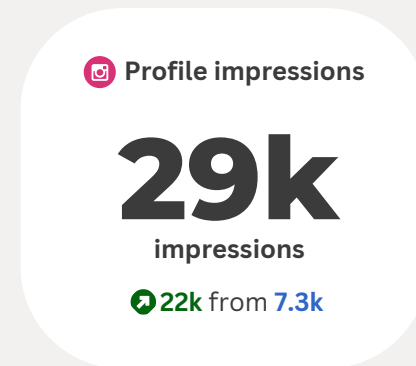
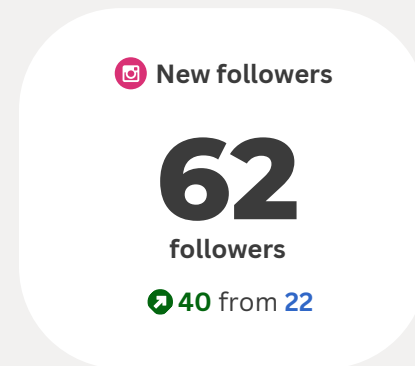
**800+**

Followers



# MEASURING MY REACH

\*DATA TAKEN FROM HOOTSUITE, MARCH 2024;  
 \*REPORT PERIOD: LAST 30 DAYS VS PREVIOUS 30 DAYS



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# CLIENT

## JAMIE MASON COHEN

KEYNOTE SPEAKER ON LEADERSHIP AND  
COMMUNICATION, BUSINESS PODCAST HOST

Raluca is a highly knowledgeable and professional marketing expert who provided me with a valuable and practical social media roadmap to grow my personal brand in the media. I also appreciated that she followed up to see if I had any questions and responded promptly to my questions.

## ANTTI SIIPIÄ CEO / ONEMINSTORY

Raluca is a very cool marketing executive to work with. She always finds encouraging and motivating ways to communicate feedback and to push us into new limits to achieve more compelling results.

# TESTIMONIALS



# DELIVERABLES



## COMPELLING VISUALS

Stunning photography and immersive videography capturing the essence of each destination.

## INFLUENCE AMPLIFICATION

Strategic amplification of brand messaging and offerings, reaching a broad and dedicated audience.

## ENGAGING STORIES

Authentic and captivating narratives that resonate with the audience, driving brand awareness and interest, both on social media and on my dedicated travel blog.

[Read my latest review](#)



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# READY TO WORK WITH ME?

+32 479 13 18 80

hello@ralu.be

