

KATE OUTDOORS

Hiking & outdoor content creator

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@KATE.OUTDOORS



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BLOGGER HIKER CONTENT CREATOR



ABOUT

Hi, I'm Kate! I'm an outdoor content creator, blogger, and avid hiker based in Western Colorado. My mission is to inspire people to get outside and develop a deeper connection with the Earth, which I facilitate through sharing hiking & camping tips and topics like environmental news, sustainability, and ethical outdoor recreation. I'm passionate about sharing brands and destinations that align with my audience's outdoor interests, and creating high-quality content brands can license for social media and marketing purposes.





PAST CAMPAIGNS

VUORI **SELKBAG COORS LIGHT**









MY COMMUNITY

O INSTAGRAM

35.5K FOLLOWERS

FEMALE: 66%

MALE: 34%

UNITED STATES: 74%

COLORADO: >6%

TIK TOK

13.8K FOLLOWERS

FEMALE: 73%

MALE: 27%

UNITED STATES: 93%

18-24: 10%

25-34: 46%

35-44: 26%

45-54: 11%

55+:6%

18-24: 17%

25-34: 44%

35-44: 22%

45-54: 12%

55+: 5%



BLOGGER HIKER CONTENT CREATOR

KEEN

Overview ① Accounts reached Accounts engaged Profile activity Product Page Views Reach ①

NATIONAL PARKS CONSERVATION ASSOCIATION



134

Accounts reached 12,048
Accounts engaged 468
Profile activity 19

Reach ①

12,048 Accounts Reached

1,674 Followers •

10,374 • Non-Followers

 Impressions
 13,131

 From Home
 5.876

Impressions 8,037

7,957
Accounts Reached





7,957

303

30

Living in the desert gets pretty darn hot during the su...

III Lesfm · Summer Mood (Royalty Free / No Copyright)...

July 18, 2022 · Duration 0:18

•	•		7	
5693	134	11	2	5

Reel Insights (1)

Instagram and Facebook plays 5,693

Instagram likes and Facebook reactions

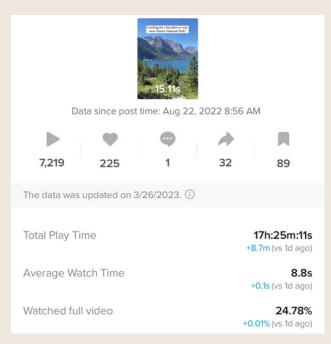
CASE STUDIES

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HOTEL CASE STUDY: ROAM BEYOND GLACIER

<u>TikTok</u>



Instagram Reels

