

A woman with long dark hair, wearing a long, flowing, light-colored dress with a sparkling, sequined bodice, stands in the shallow ocean waves. She is looking back over her shoulder with her hands raised behind her head. The background features a vibrant sunset with a low sun on the horizon, casting a warm orange and pink glow across the sky and water. The waves are breaking around her ankles.

LIZ *Lesclieur*

media kit

ABOUT ME

fashion & lifestyle content creator



Born and raised in Mexico City, passionate about fashion and traveling.

I'm a content creator and social influencer, creating weekly fashion, travel and lifestyle content on Instagram. This includes posting daily content reaching up to 250K impressions weekly and 1M monthly.

I circle the globe full-time promoting scenic destinations, luxurious hotels and fashion/beauty brands. I intent on inspiring women of all ages to take risks in the hunting of their personal style and to encourage them to get out & experience the beauty of the world thru their own eyes.

Social Stats



140 k +
Followers
@lizlescieur



3.4 k +
Followers
@huntingmycloset



LOCATION

30 % USA
30 % MEXICO
17 % COLOMBIA
9 % CANADA
7 % ARGENTINA



90 k AVG MONTHLY
viewers @lizlescieur



2.3 k + Followers
@lizlescieur



LIKES ON MY TOP PHOTO

16.8 K



IG STORY VIEWS (24 HR)

11.4 K

AUDIENCE



81 %



19 %

MOSTLY WOMEN



AVG MONTHLY BLOG VIEWS

10-15 K



EMAIL LIST

7 K



BY AGE

95 % 18 - 34

MILLENNIALS &
POST-GRADUATES

SOCIAL BLUE BOOK
VALUES



130 k +
Followers
@lizlescieur

Fohr

Verified
Authentic
Following

Likes AVG: 3800
Comments AVG: 100
Interaction: 7%



Let's Collaborate



Instagram Post

With each post reaching up to 100K impressions weekly I can provide you with beautiful imagery where the brand is tagged and mentioned in the caption.

Instagram Stories

Stories are a great way to show a detailed narrative / storytelling of a place or product I want to share with my followers in a very natural / organic way + I can tag your brand or even put a direct link to your website with a swipe up.

Blog Post

With over 6k loyal readers on my mailing list, a blog post is a wonderful way to shine light on a property, country or product. It allows for a more in-depth look and my personal review. Blog posts are also cross-promoted on Pinterest which generates 20k+ monthly viewers and growing rapidly.

IGtv

Videos helps provide an in-depth look into a destination, product or hotel. I promote all my videos on my different social platforms such as IG, FB, TW, Pinterest and my blog.

Lookbook · Content Creation

If you are looking to create a lookbook for your upcoming collection or you are struggling with having enough content to share on your social media. I can create a portfolio of images that you can select from and will be able to use on social media at your leisure.

Instagram Live

My live streams attract up to 1500 people per session + are available to watch for up to 24 hours increasing exposure. They are a great way to showcase an event, property, product test. Plus, it give my followers a chance to ask any questions and get a response from me in real time!

Instagram Takeover

I get to travel to the most beautiful destinations in the world and if you'd like to share one of these stunning locations with your followers while tying it in with your brand, I'd love to take over your stories or post a few of my photos in your feed!

Past Projects



Brand Collaborations

Through my journey experience I've had the opportunity to create beautiful HQ content as well as raising social awareness for small brands and big household names in fashion, travel & lifestyle space by creating social awareness and beautiful imagery for my clients.

I love partnering with like-minded companies that fit my brand and that would interest my audience. While I am always open to hearing your ideas and specific goals, to discuss a collaboration, please get in touch with my team using the email address mgmt@huntingmycloset.com

NIKE
ETAM
BURT'S BEES
MAD HIPPIE
FOREVER 21
SHEIN
CLUSE
JOSEFINAS
LANCOME
BCBG MAXAZRIA
SUPERGOOP
LIVERPOOL
STEP ON FASHION
HUAWEI
STEVE MADDEN
SONY MUSIC
UNIVERSAL
DEEZER

REVOLVE
SKILLSHARE
FLOWER BEAUTY
T3 MICRO
MERCEDES-BENZ
FASHION WEEK
SUMMER SALT
SEPHORA
STELLA ARTOIS
COCA COLA
BAREFOOT WINE
LA MARCA PROSECCO
SMART WATER
McDONALD'S
CONAIR
SIX FLAGS
NEW CHIC
FOSSIL

Fohr
Top Brand Mention

Congrats @lizescleur!

You're the top influencer for
Burt's Bees
in August, 2019.



Based on influencers with a following of 100k-200k and includes both organic and/or sponsored content.

★ Brand Favorite



Fohr
Top Brand Mention

Congrats @lizescleur!

You're the top influencer for
Central 23
in September, 2018.



★ Brand Favorite



Fohr
Top Brand Mention

Congrats @lizescleur!

You're the top influencer for
Mad Hippie
in September, 2018.



Past Projects



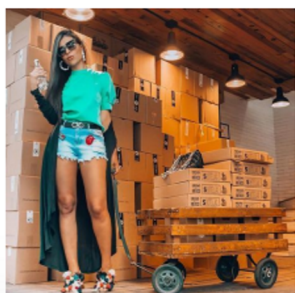
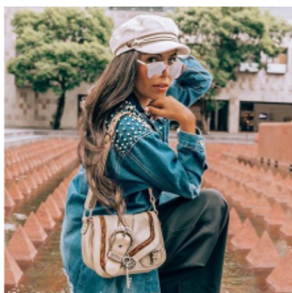
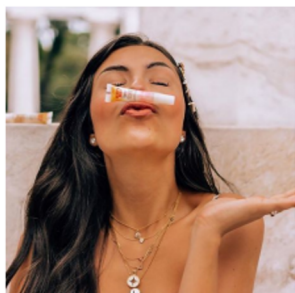
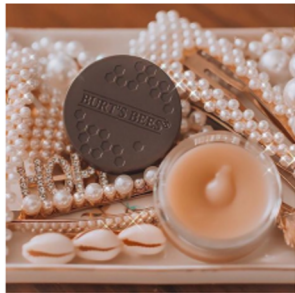
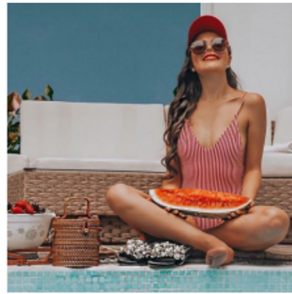
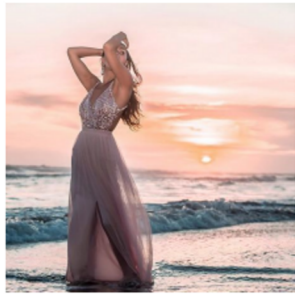
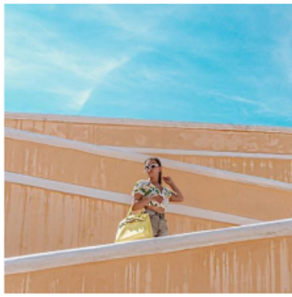
Hotels & Tourism Boards

I've partnered with both boutique and chain hotels across the globe as well as some of the leading travel destinations. Some of these hotels and projects include:


FOUR SEASONS
FAIRMONT
THE EXPLOREAN
WESTIN HOTELS
PENDRY HOTELS
IHG HOTELS

HILO ROJO BOUTIQUE
VIÑEDOS SAN FRANCISCO
LA SANTISIMA BOUTIQUE

ENJOY VALLE
BOCA ROJA WINE ADVENTURES
LUXURY LAB GLOBAL
GRUPO HABITA
CUATRO CUATROS
SAN DIEGO MAGAZINE
VISIT CALIFORNIA
VISIT ISRAEL
SAN MIGUEL DE ALLENDE TOURISM



@lizlescieur

 **Verified Authentic Following**
Updated April 11, 2019

Instagram Stats

113,983

Followers

86.94%

Active Following

+79.09%

Compared to Avg Active

3,636

Avg Likes
& Comments Per Post

5.06%

Engagement
Percentage

+2.82%

Compared to
Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	5,160	86.94%	+79.09%
Lurkers	724	12.20%	+9.20%
Bots	50	0.84%	-88.31%

Audience Age

Age 21 to 24	31.50%
Age 25 to 29	24.80%
Age 18 to 20	23.91%
Age 30 to 34	15.09%
Age 35 to 44	3.14%
Age 17 and under	0.95%
Age 45 to 54	0.38%
Age 55 to 64	0.13%
Age 65 and over	0.11%

Audience Income

\$10,000 - \$19,999	28.95%
Under \$10,000	26.39%
\$20,000 - \$29,999	21.83%
\$30,000 - \$39,999	11.97%
\$40,000 - \$49,999	7.00%
\$50,000 - \$74,999	3.57%
\$75,000 - \$99,999	0.29%
Over \$100,000	0.02%

Audience Gender

Female	72.61%
Male	27.39%

Audience Location

Mexico	31.78%
United States	25.69%
Venezuela	6.97%
Spain	3.46%
Argentina	3.15%

Audience Brand Affinities

Instagram	20.12%
Starbucks	12.29%
Victoria's Secret	10.78%
Nike	9.92%
Vogue	9.74%

Audience Family Status

Single	62.10%
Married	37.90%
Parents	5.63%



Get in touch!

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www.huntingmycloset.com