

THE MEGAN DAILY

TRAVEL AND HISTORY INFLUENCER



Influencer | Storyteller | Content Creator | Travel Guide | Video Producer

ABOUT



I'm a New York City-based travel guide and content creator. A peppy girl with champagne tastes and a tap water budget, my goal is to help people get their very best travel experiences. My content is often considered "edutainment," in that it's as informative as it is fun.
Let's create together!

@TheMeganDaily



AUDIENCE

My organically curated and engaged audience is comprised of those actively planning vacations and business trips. They are enthusiastically booking transportation, boutique hotels, exclusive attractions, and your company should be on their list.

GENDER

FEMALE 59%
MALE 41%

LOCATIONS

USA (NYC, CA, TX, FL)
UNITED KINGDOM
CANADA

AGE

18-24 23%
25-34 30%
35-44 20%
45-54 12%



SOCIAL MEDIA

1 Million

MONTHLY VIEWS
ACROSS PLATFORMS

448K

MONTHLY INSTAGRAM
IMPRESSIONS

142 K

TIKTOK FOLLOWERS

21.7 K

INSTAGRAM
FOLLOWERS

17.9K

YOUTUBE SUBSCRIBERS

864K

MONTHLY TIKTOK VIEWS

3.7 Million

LIFETIME YOUTUBE VIEWS

TIKTOK

INSTAGRAM

YOUTUBE

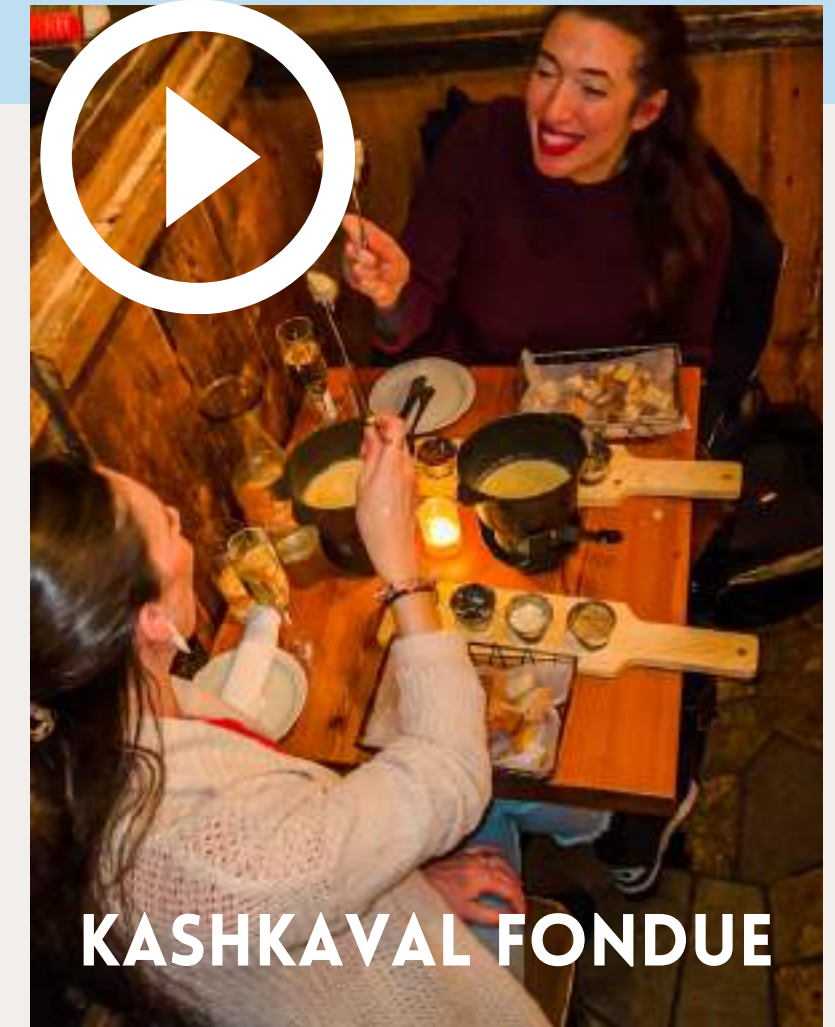
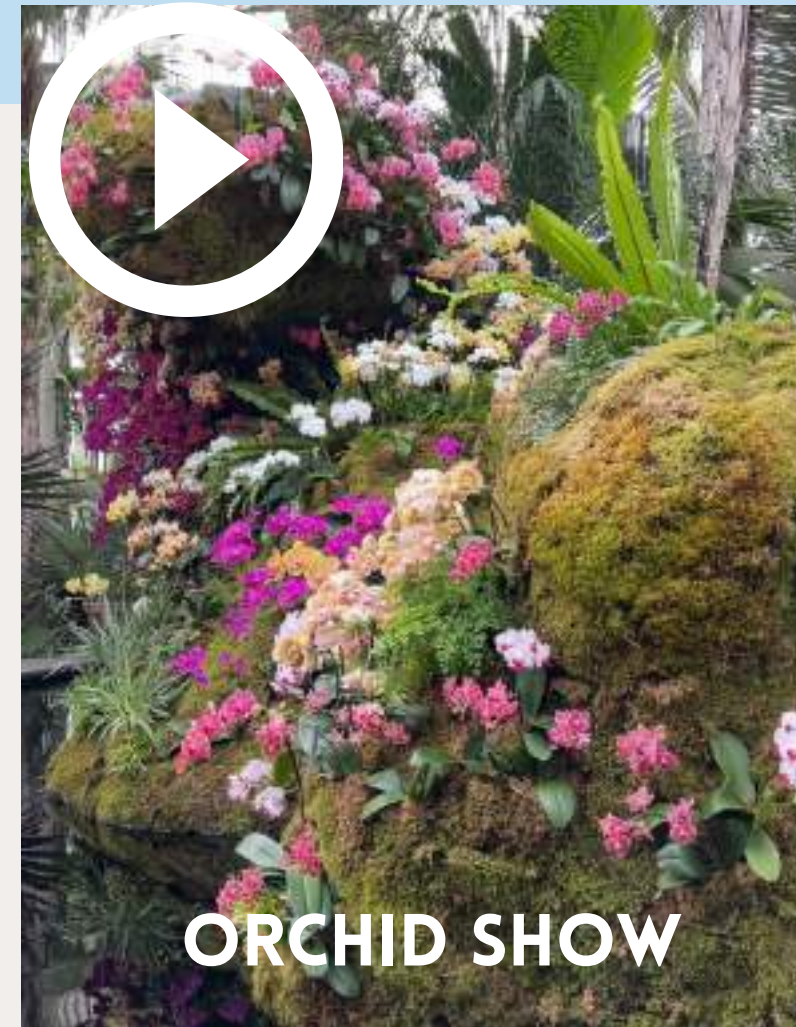
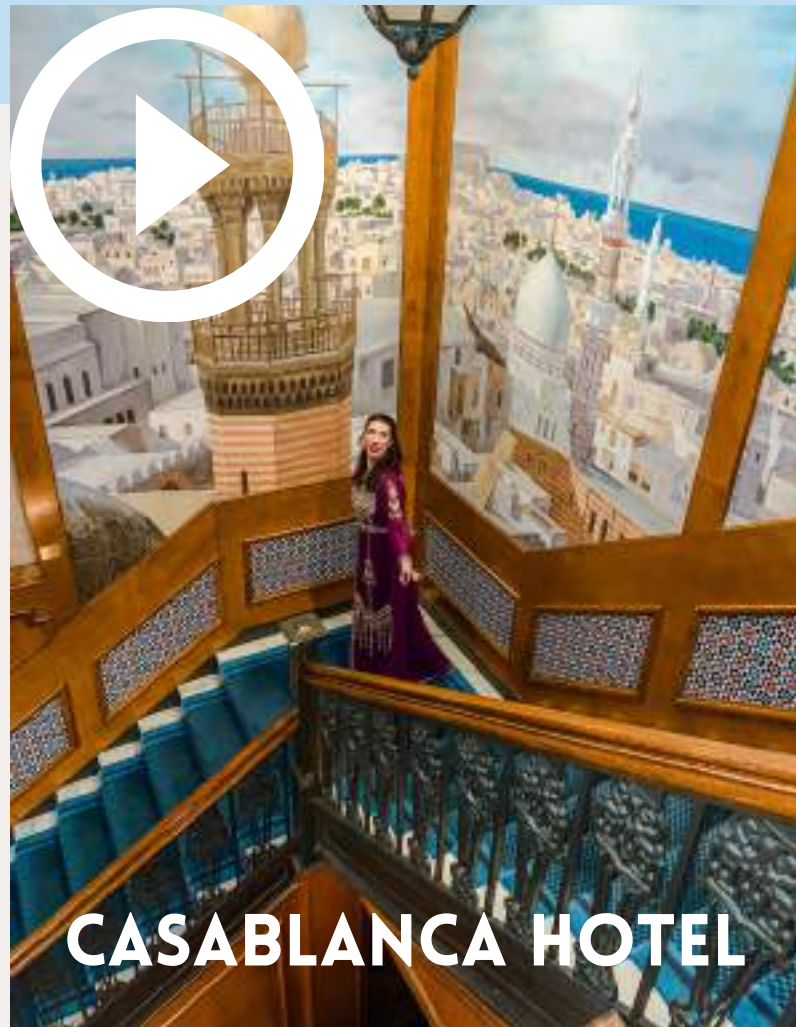


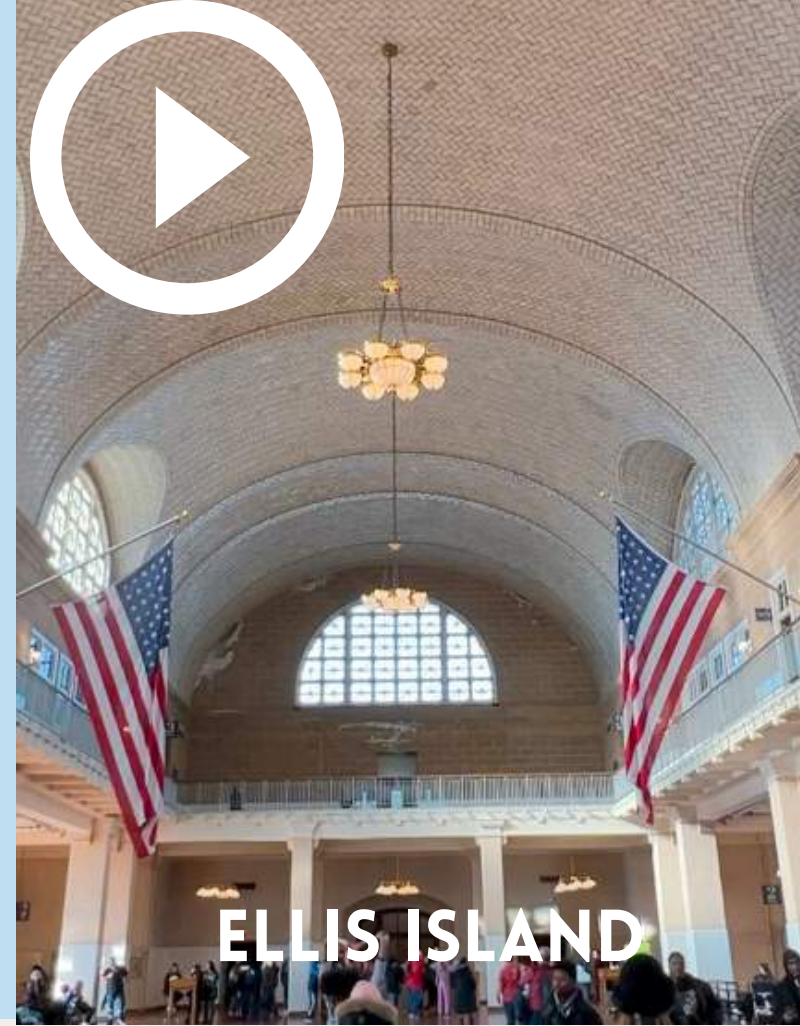
COLLAB VIDEOS

INSTAGRAM | TIKTOK | YT SHORTS

————— @TheMeganDaily

Known for snappy and engaging one-minute short content, Megan makes destinations come alive with her energy and expertise.





INSTAGRAM | TIKTOK | YT SHORTS

HISTORY MINUTES

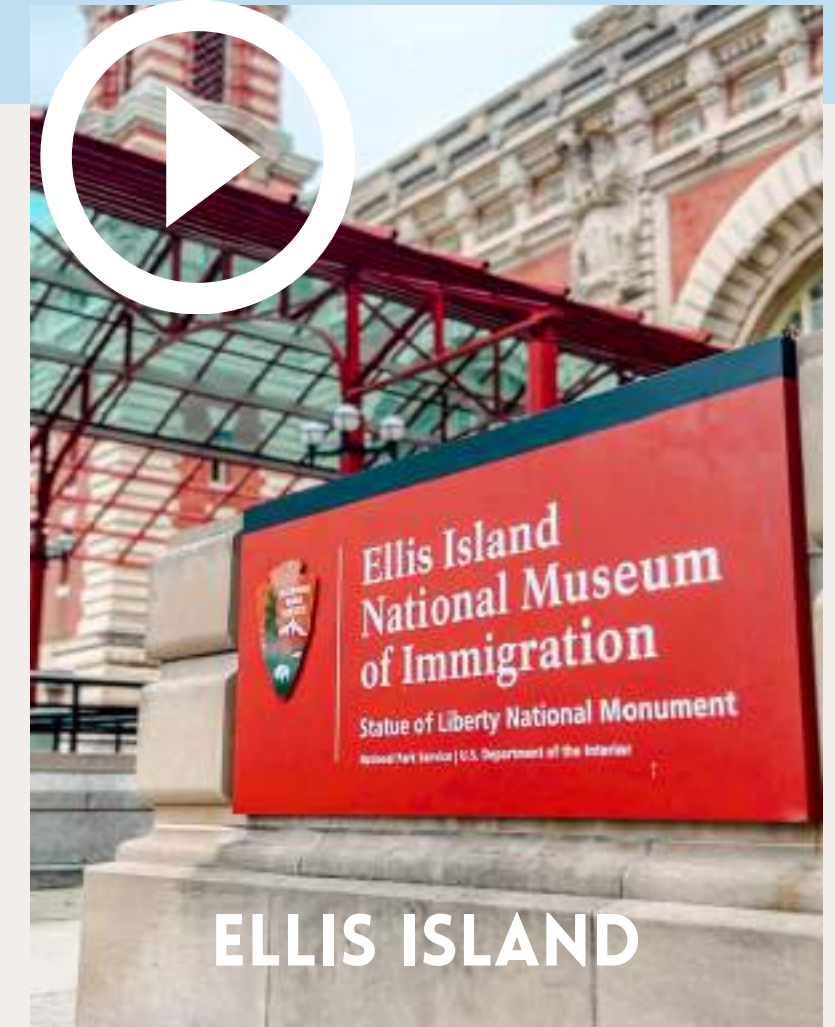
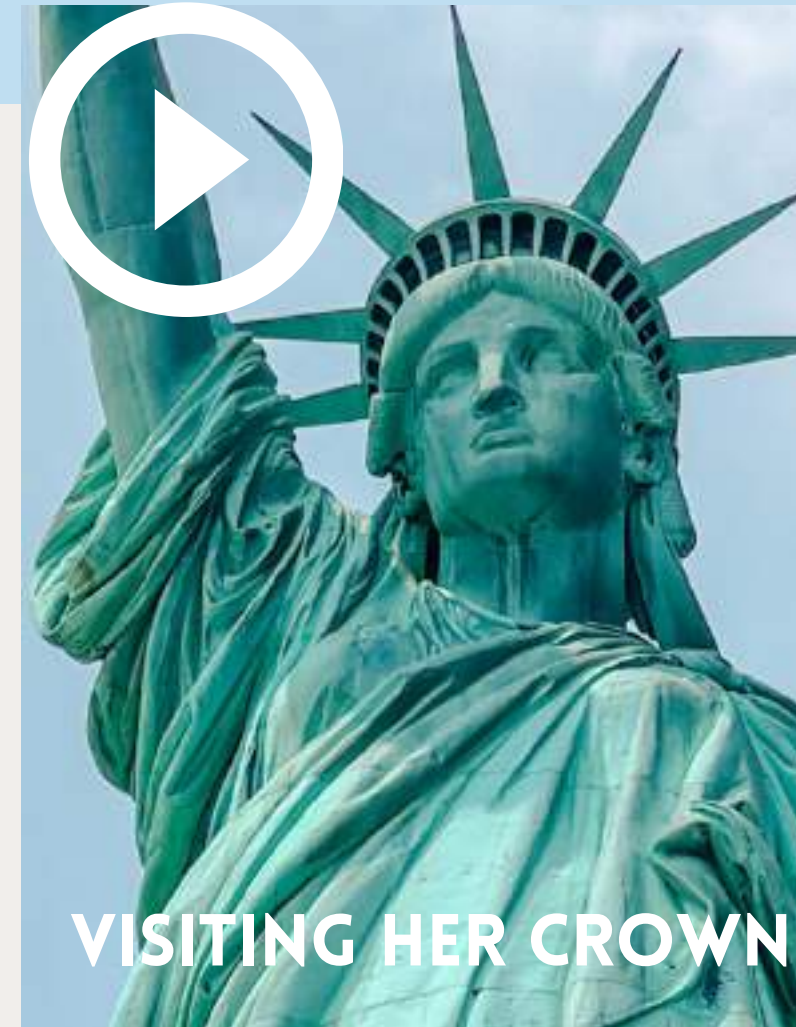
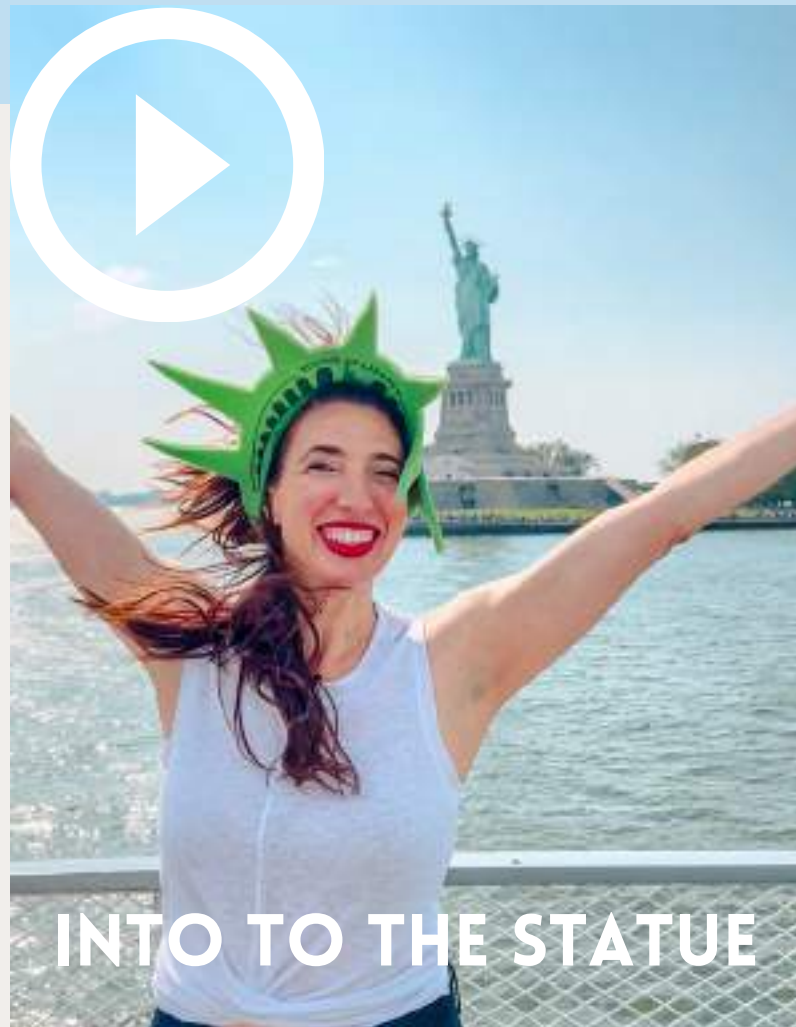
A popular historian, Megan makes facts leap to life using her extensive stage-performing experience. Audiences become addicted to learning about the past with these bite-sized video morsels.

@TheMeganDaily

NYC TOURISM BOARD COLLAB

NYC TOURISM + CONVENTIONS

Pioneered the very first seven-part collab series ever on @NYCTOURISM's social media. Over 270,000 accounts reached.

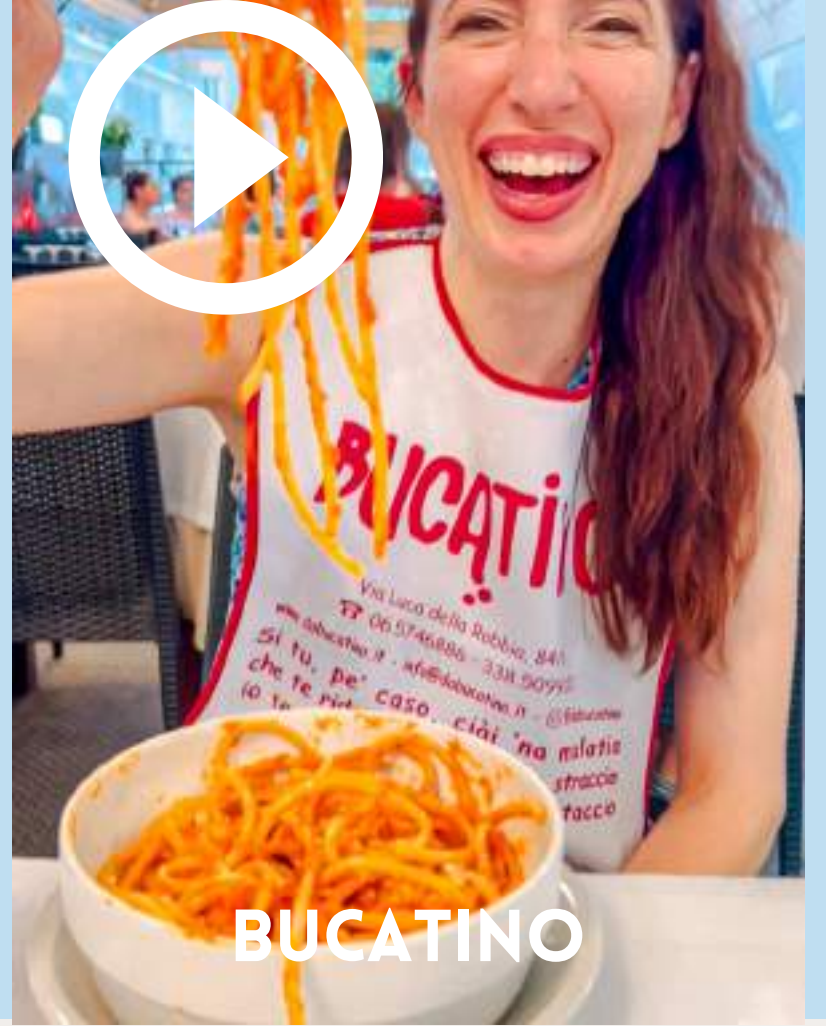
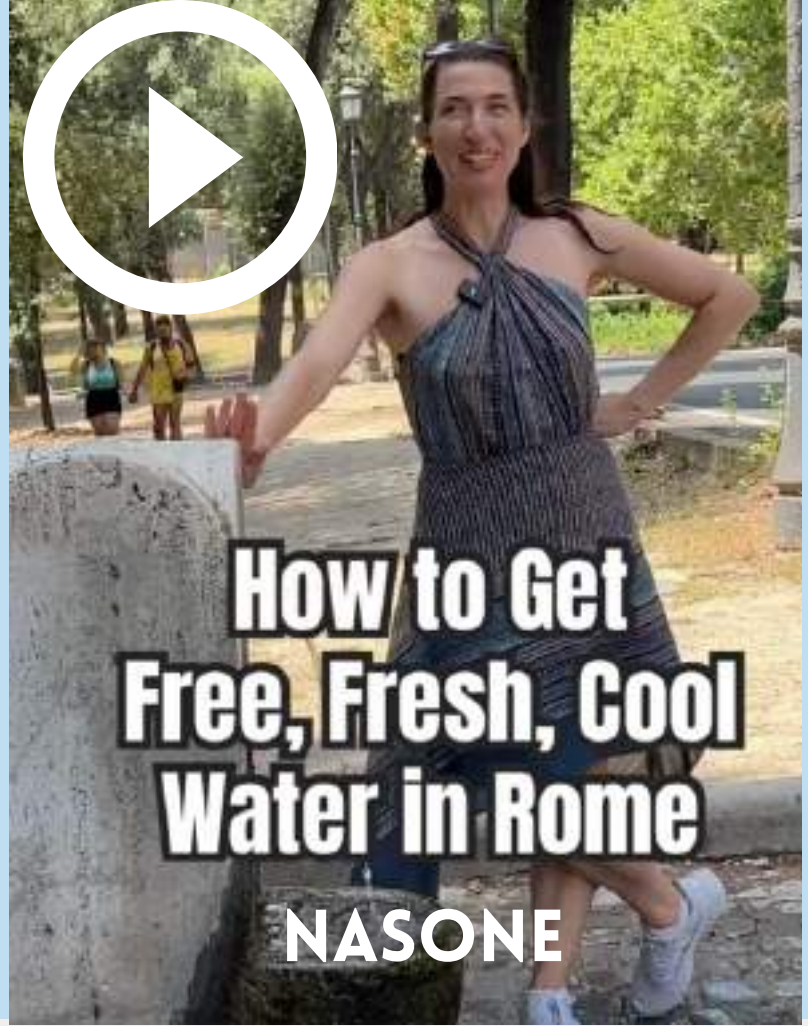




INSTAGRAM | TIKTOK | YT SHORTS

NYC WORLD FOOD MAP

To showcase New York City's diversity, Megan is on a mission to eat the cuisines of every country in the world without leaving NYC. Serve a unique cuisine? She'd love to feature your restaurant.



YOUTUBE | TIKTOK | INSTAGRAM

ITALY CONTENT

“25 Things to Know Before Visiting Rome,” on YouTube has gained 10K views per week since it was posted. Viewers consistently email asking for hotel recommendations, and raving about restaurants mentioned.

@TheMeganDaily



AWARDS

- GANYC APPLE AWARD 2023 "OUTSTANDING ACHIEVEMENT IN SOCIAL MEDIA" (WON)
- NEW YORK CITY GUIDE: WOMEN IN TOURISM 2023 NOMINEE FOR "TOUR GUIDE"





SERVICES

- **SHORT-FORM VIDEO (TIKTOK, REELS, SHORTS)**
- **LONG-FORM VIDEO (YOUTUBE)**
- **PRODUCT REVIEW**
- **TRAVEL HOST**
- **BRAND PROMOTION**
- **GIVEAWAYS**
- **BLOGPOSTS**
- **BEHIND-THE-SCENES**
- **LIVE VIDEO / ON-SITE REPORTING**

PAST COLLABORATIONS

Rubenstein

Assante PUBLIC RELATIONS

BROADWAY
Inbound

THE
EMPIRE STATE
BUILDING

NEW
YORK
CITY

ROCKEFELLER CENTER®

cityexperiences™

LIBRARY
HOTEL
COLLECTION
A Novel Approach to Hospitality

THE JAMES
NEW YORK
NOMAD

NYBG

SUPER AWESOME
FRIENDS.

CIVILIAN

NEW-YORK
HISTORICAL
SOCIETY
MUSEUM & LIBRARY

MUSEUM OF
BROADWAY

TIMES
SQUARE
ALLIANCE



"HER ENTHUSIASM AND POSITIVITY AS WELL AS HER DEDICATION TO MAKING HIGH-END EXPERIENCES FEEL ACCESSIBLE."



"THANKS TO THEMEGANDAILY, I'VE TRIED ALL SORTS OF UNIQUE CUISINES AND DRINKS THAT I WOULDN'T HAVE OTHERWISE EVEN THOUGHT TO TRY. FROM PYROTECHNIC COCKTAILS AT SAMA STREET TO EGYPTIAN STREET FOOD IN LOWER MANHATTAN TO ALL THE PIZZAS IN TOWN, MEGAN INVITES US TO TASTE IT ALL!"



"MEGAN TAKES THE TIME TO REALLY DIG INTO WHAT MAKES NYC SPECIAL, AND POINTS OUT FEATURES OF WELL-KNOWN SPOTS THAT MOST PEOPLE EASILY OVERLOOK! SHE GIVES AMAZING FOOD AND DRINK RECS AS WELL!"

"SHE IS A BREATH OF FRESH AIR IN THE NYC TRAVEL COMMUNITY. POSTS ABOUT WELL-KNOWN SIGHTS AND ACTIVITIES GIVE NEW PERSPECTIVES AND POSTS ABOUT HIDDEN GEMS ALLOW VISITORS AND RESIDENTS ALIKE TO FIND NEW REASONS TO LOVE THE CITY THAT NEVER SLEEPS."

WHAT PEOPLE ARE SAYING



CASE STUDY

OVERVIEW

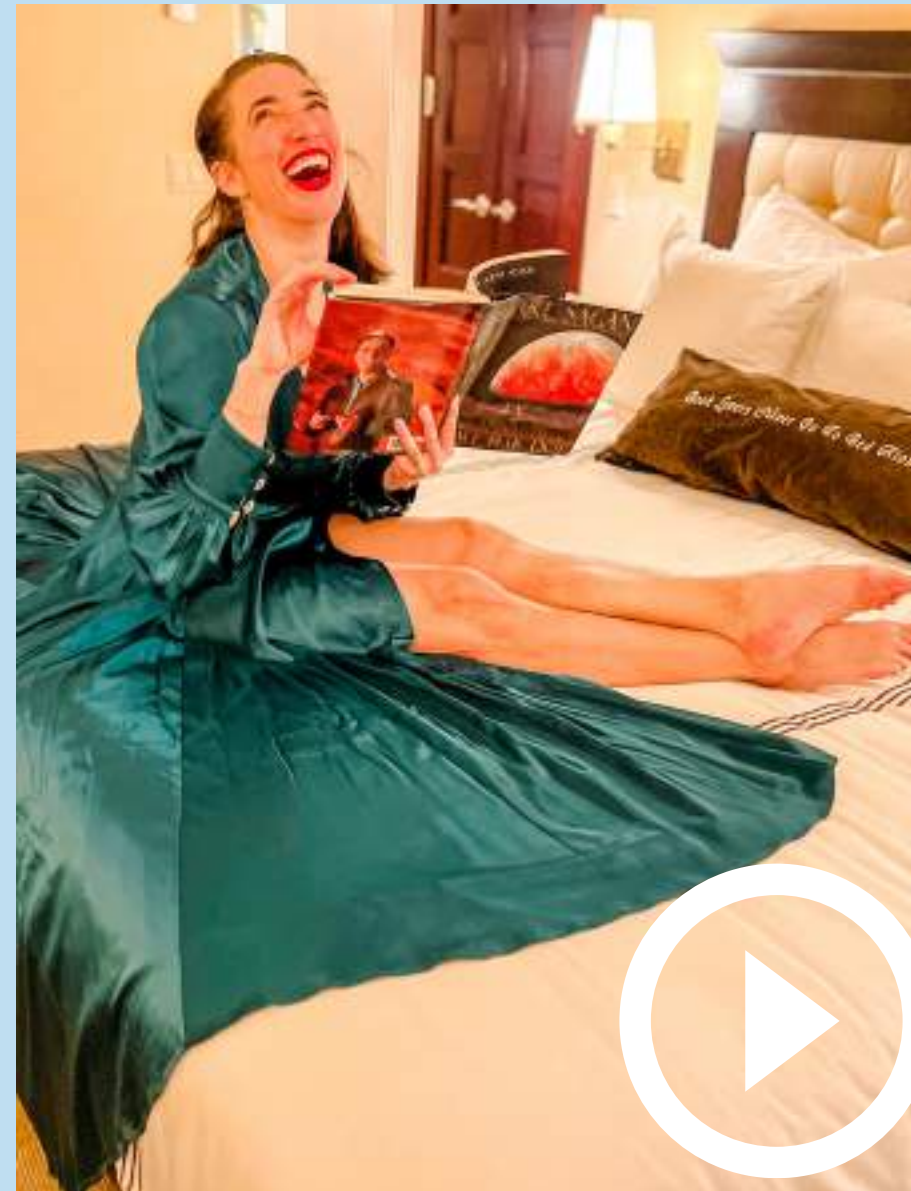
Megan partnered with Library Hotel Collection to showcase two of their NYC boutique accommodations. By creating fun and captivating content, the campaign was a success and extended to include a third hotel.

DELIVERABLES PER STAY

- 1 Permanent Instagram/TikTok Post
- 5 Instagram Stories
- 5 UGC Photos

TOTAL INSTAGRAM REACH

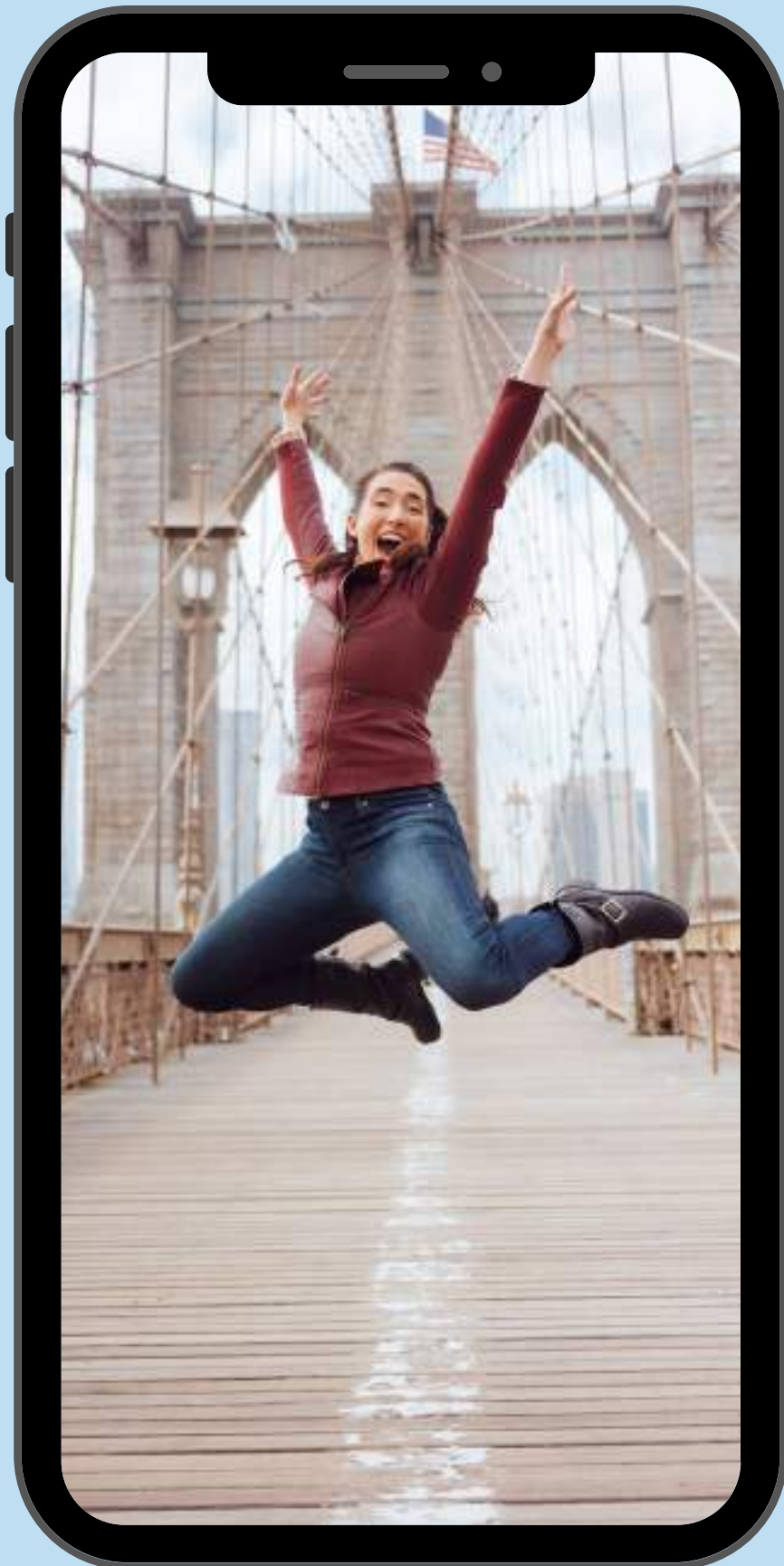
- 34,949 Accounts Reached
- Over social media 2,000 actions taken
- Multiple bookings



"Hi! We absolutely love the content you created for Casablanca and Library. We would love to invite you to Hotel Giraffe. Please feel free to send a request for some days that might work for you!"

LIBRARY HOTEL COLLECTION





LET'S WORK TOGETHER

~Megan



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