

PORTFOLIO

Portfolio

Brands I have built from scratch.

KAREN DELCADO



This is a collection of 4 different brands I have built from scratch, over a decade. My work includes everything from concept to visual branding, copywriting, content, website creation, audience building, marketing, sales, product development, buying and partnerships.

Little Black Shell

KAREN DELGADO PORTFOLIO



THE ORIGINAL
BRAND:

THIS WAS A
FASHION
BLOG I
CREATED,
GREW, AND
MANAGED. IT'S
THE BRAND
THAT TAUGHT
ME
EVERYTHING I
KNOW.

LITTLE BLACK SHELL - OVERVIEW

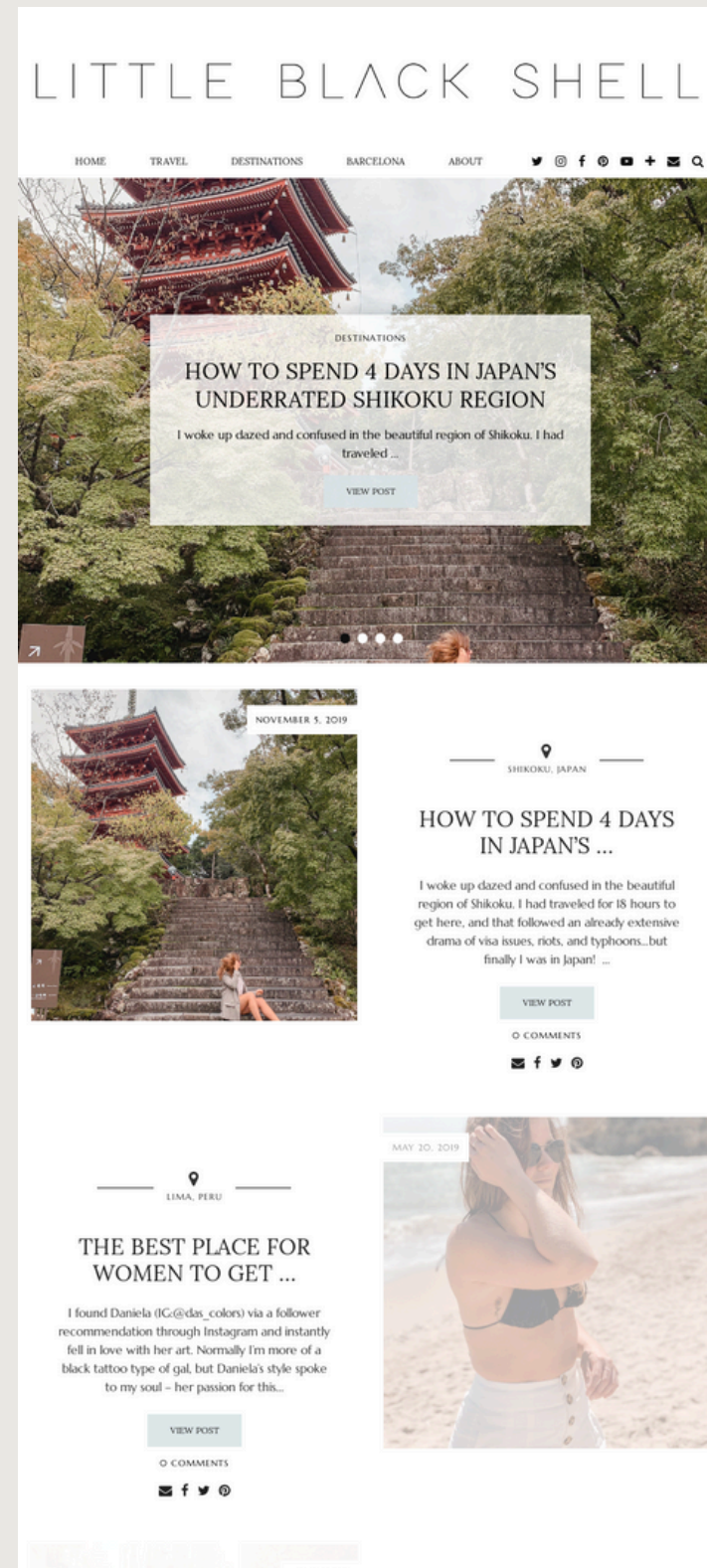
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- Little Black Shell was originally born in 2014 as a resume builder, when I was studying fashion merchandising and working at Nordstrom. I wanted to be a luxury fashion buyer, and one of my fashion professors suggested I create a blog to make me stand out for internships.
- Prior to this blog, I had never created content, built a website, written a blog post, or worked with any brands other than as an employee. This blog was my biggest lesson and launched not just my career as an influencer, but also in fashion and in marketing.
- I grew Little Black Shell on Instagram to 10,000 followers as a fashion blogger, before I pivoted to luxury travel blogging in 2016 (and later rebranded to Lifestyle Traveler).
- Apart from Instagram, my website served as an additional source of creative expression and brand partnerships. I went from not knowing how to tell a story, to this becoming one of my core strengths.
- Through Little Black Shell I had the opportunity to work with major brands like Shopbop, Citizens of Humanity, Agolde, Sisley Paris, Makeup Forever, ASOS, and River Island.

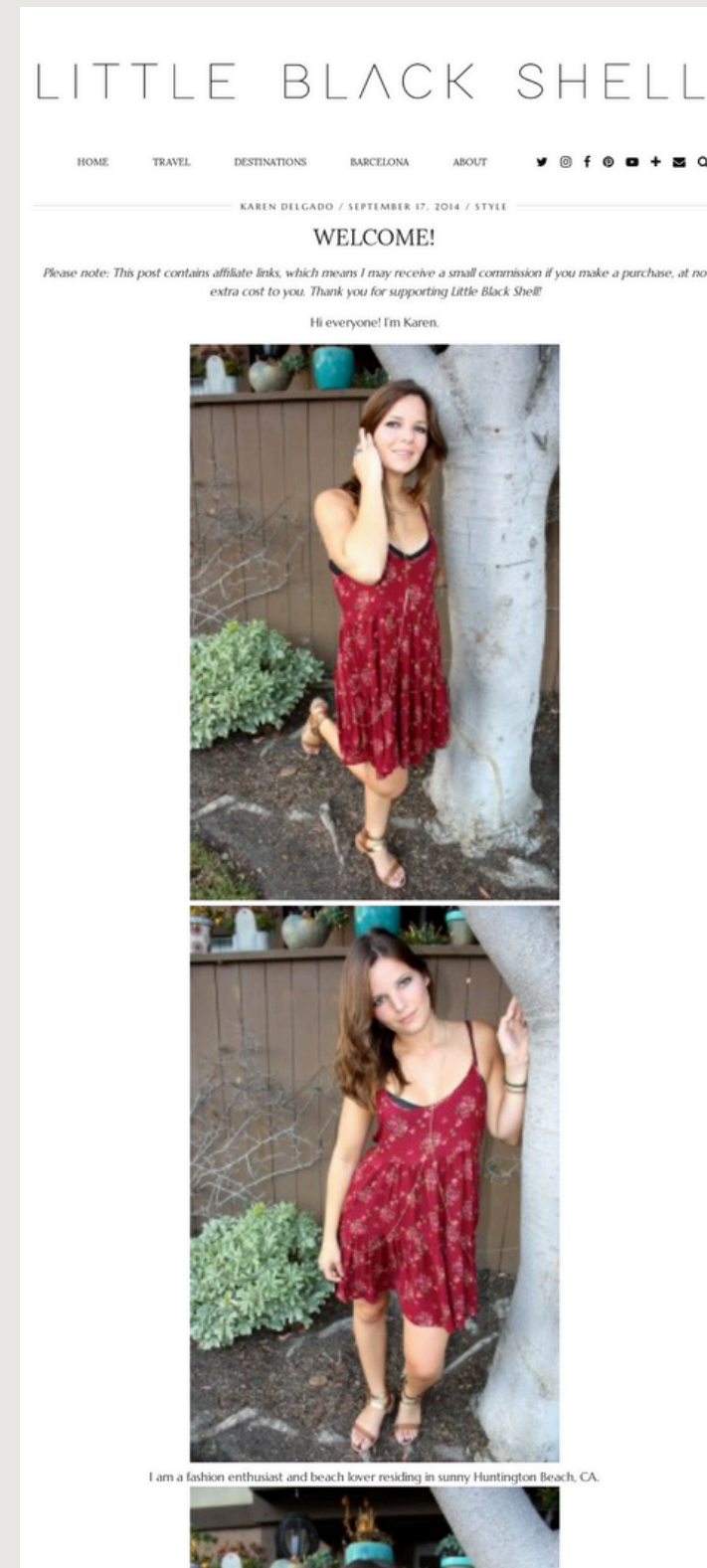
LITTLE BLACK SHELL - FASHION CONTENT



LITTLE BLACK SHELL - WEBSITE



HOME PAGE



FIRST EVER BLOG POST

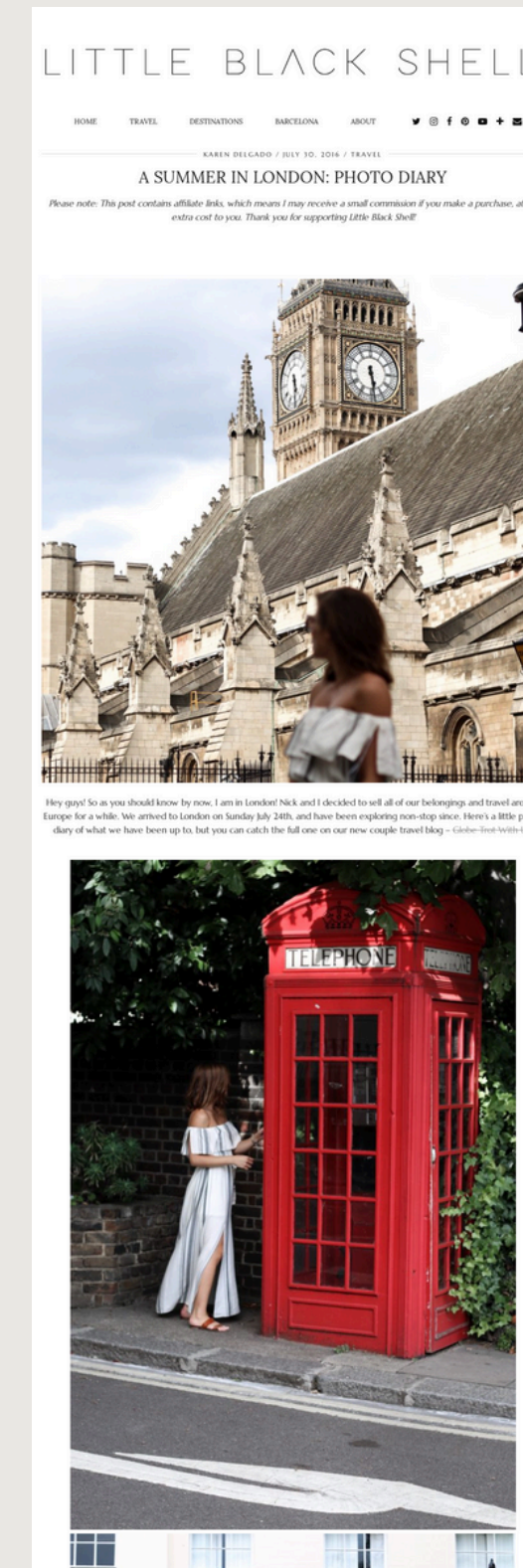


PHOTO DIARY

LITTLE BLACK
Shell 

MEDIA KIT 2018





32K+
FOLLOWERS



10K+
PG VIEWS/MONTH

2K+
AVG. LIKES

5K+
USERS/MONTH

@LITTLEBLACKSHELL // LITTLEBLACKSHELL.COM

LITTLE BLACK SHELL FOCUSES ON INSPIRING WOMEN TO TRAVEL MORE, AND TRAVEL SMART. IT AIMS AT BEING A GO-TO SOURCE FOR EVERYTHING TRAVEL RELATED FOR THE ULTIMATE VACATIONER. WHETHER THIS BE FINDING THE PERFECT TRAVEL DESTINATION, PACKING EFFICIENTLY, BOOKING THE RIGHT FLIGHT AND ACCOMMODATION, OR FINDING THE BEST FOODIE SPOTS, LITTLE BLACK SHELL WILL BE THERE TO ANSWER ALL THOSE TRAVEL-RELATED QUESTIONS. UNLIKE OTHER TRAVEL BLOGS WHO ARE EITHER GEARED TOWARDS BUDGET TRAVEL OR JUST SHOWING PRETTY PLACES, LITTLE BLACK SHELL BRIDGES THE GAP BY PROVIDING SUBSTANCE AND TEACHING ITS READERS THAT STYLISH, LUXURIOUS, AND EFFICIENT TRAVEL IS POSSIBLE REGARDLESS OF WHERE YOU ARE IN LIFE.

LITTLE BLACK SHELL'S AUDIENCE

DEMOGRAPHICS	INTERESTS
GENDER: 80% FEMALE AGE: 25-34 LOCATION: U.S & EUROPE	HOTELS & ACCOMMODATION TRAVEL / AIR TRAVEL FOOD & DINING / FOODIES

KAREN@LITTLEBLACKSHELL.COM

LITTLE BLACK
Shell 

MEDIA KIT 2018

SERVICES:

INSTAGRAM PROMOTION
 ACCOUNT TAKEOVERS
 BLOG POSTS + REVIEWS
 YOUTUBE VIDEOS / VLOGS
 PHOTOGRAPHY / VIDEOGRAPHY
 PRESS TRIPS / EVENT COVERAGE
 & MORE UPON REQUEST




CONTACT:

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 KAREN@LITTLEBLACKSHELL.COM
 IG: @LITTLEBLACKSHELL
 WWW.LITTLEBLACKSHELL.COM

PREVIOUS COLLABORATIONS

EURAIL BARCELO FAIRMONT PREFERRED HOTELS & RESORTS RIAD MAISON BLEUE RIYAD EL CADI (MARRAKECH) VISIT BARCELONA VISIT BERLIN VISIT WEHO VISIT SWITZERLAND VISIT MONACO VISIT GREATER PALM SPRINGS RIVA LOFTS (FLORENCE) VILLA TOLOMEI (FLORENCE) HOTEL MIRAMAR (BARCELONA)	INTERCONTINENTAL HOTEL GROUP STARWOOD HILTON FOUR SEASONS CAVO TAGOO (MYKONOS) KIVOTOS (MYKONOS) ROCABELLA (MYKONOS & SANTORINI) ALEXANDER'S BOUTIQUE HOTEL (SANTORINI) DUCATO DI OIA (SANTORINI) SPLENDID HOTEL (NICE) LE MAS CANDILLE (FRANCE) WELCOME HOTEL (FRANCE) LE NEGRESKO (NICE) THE CHURCH PALACE (ROME) THE BERKELEY HOTEL (LONDON)	CORTIINA (MUNICH) HOTEL CORT (MALLORCA) SHOPBOP RIVER ISLAND LO & SONS KAPTEN & SON CLUSE WATCHES MANEBI MAGALI PASCAL CITIZENS OF HUMANITY CANTIK SWIM TRIANGL SWIM SHORE PROJECTS BAND OF GYPSIES SIGERSON MORRISON
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KAREN@LITTLEBLACKSHELL.COM

LITTLE BLACK
Shell 

MEDIA KIT 2018

PACKAGES OFFERED

TRAVEL EXPERIENCE

<p style="text-align: center; font-weight: bold; font-size: small;">IG TRAVEL EXPERIENCE</p> <p style="font-size: x-small;">DAILY INSTAGRAM POSTS WITH TAGS LIVE IG STORIES TOURS + EXPERIENCE IGTV VIDEO</p>	<p style="text-align: center; font-weight: bold; font-size: small;">BLOG TRAVEL EXPERIENCE</p> <p style="font-size: x-small;">DEDICATED BLOG POST REVIEW PROFESSIONAL PHOTOGRAPHY PROMOTION VIA ALL SOCIAL ACCTS.</p>
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TRAVEL EXPERIENCE COMPLETE

DAILY INSTAGRAM POSTS WITH TAGS LIVE IG STORIES TOURS + EXPERIENCE BLOG POST REVIEW AFTER TRIP	TRAVEL GUIDE INCLUSION YOUTUBE VIDEO (VLOG OR TOUR) HIGH-RES IMAGES FOR MARKETING
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BRANDS & APPS

<p style="text-align: center; font-weight: bold; font-size: x-small;">SOCIAL MEDIA PROMO</p> CUSTOMIZED SM PACKAGES INSTAGRAM POSTS + STORIES YOUTUBE REVIEWS	<p style="text-align: center; font-weight: bold; font-size: x-small;">BLOG POSTS & INCLUSIONS</p> DEDICATED BLOG POST REVIEWS GUIDE INCLUSIONS BACKLINKS
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PLEASE INQUIRE FOR RATES

KAREN@LITTLEBLACKSHELL.COM

Lifestyle Traveler



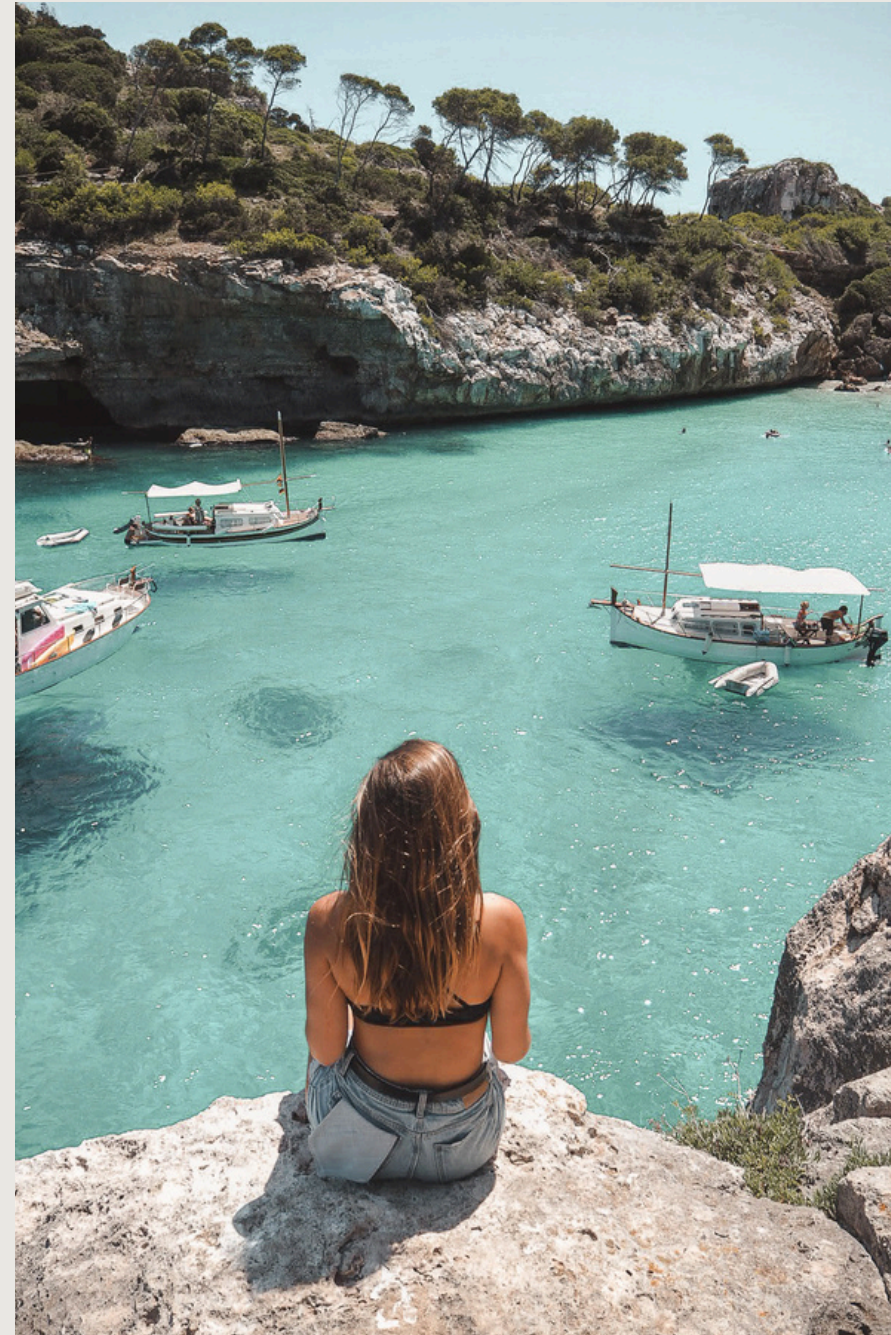
I REBRANDED
LITTLE BLACK
SHELL AND
CREATED A
LUXURY
TRAVEL BLOG.
I TRAVELED
THE WORLD
FOR 5 YEARS
BEFORE
SELLING THE
BLOG IN 2021.

LIFESTYLE TRAVELER - OVERVIEW

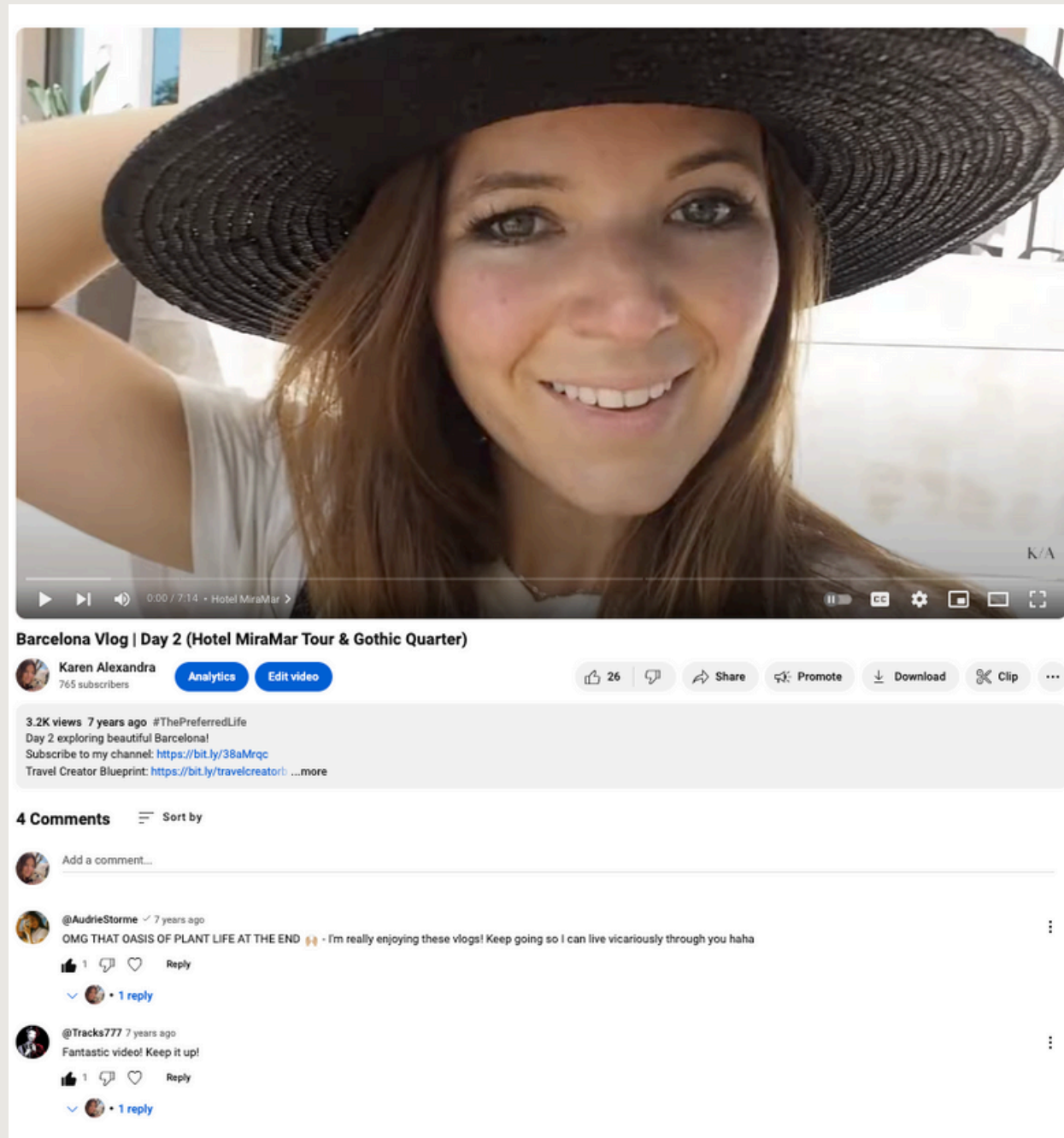
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- In 2016 I went on an around-the-world trip which would set the stage for the next 5 years, and transform my business.
- On that trip, I started creating travel content on Instagram, and travel guides and hotel reviews on my blog.
- This new content led to me working with top international luxury travel companies like The Four Seasons Hotels & Resorts, IHG, Hilton, and luxury boutique hotels like Cavo Tagoo Mykonos.
- Apart from hotels, I also partnered with tourism boards from around the world like London, Berlin, Barcelona, and Japan.
- One of my most memorable tourism board partnerships was my week-long trip to Shikoku, Japan.
- I also helped to promote smaller travel businesses through partnerships and marketing consulting. Two amazing experiences here were going on a wellness sailing retreat in Mallorca, Spain and a remote work and wellness retreat in Tulum, Mexico.
- I sold Lifestyle Traveler on January 21, 2021.

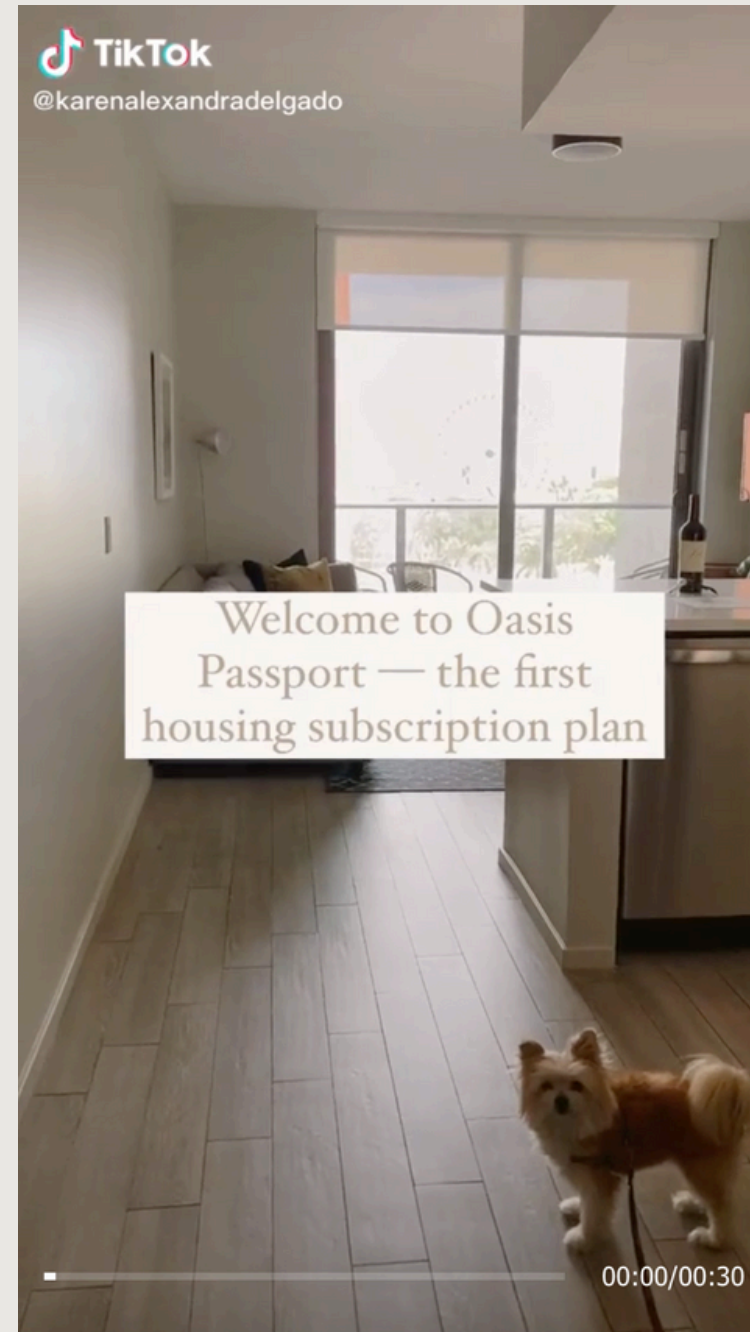
LIFESTYLE TRAVELER - TRAVEL CONTENT



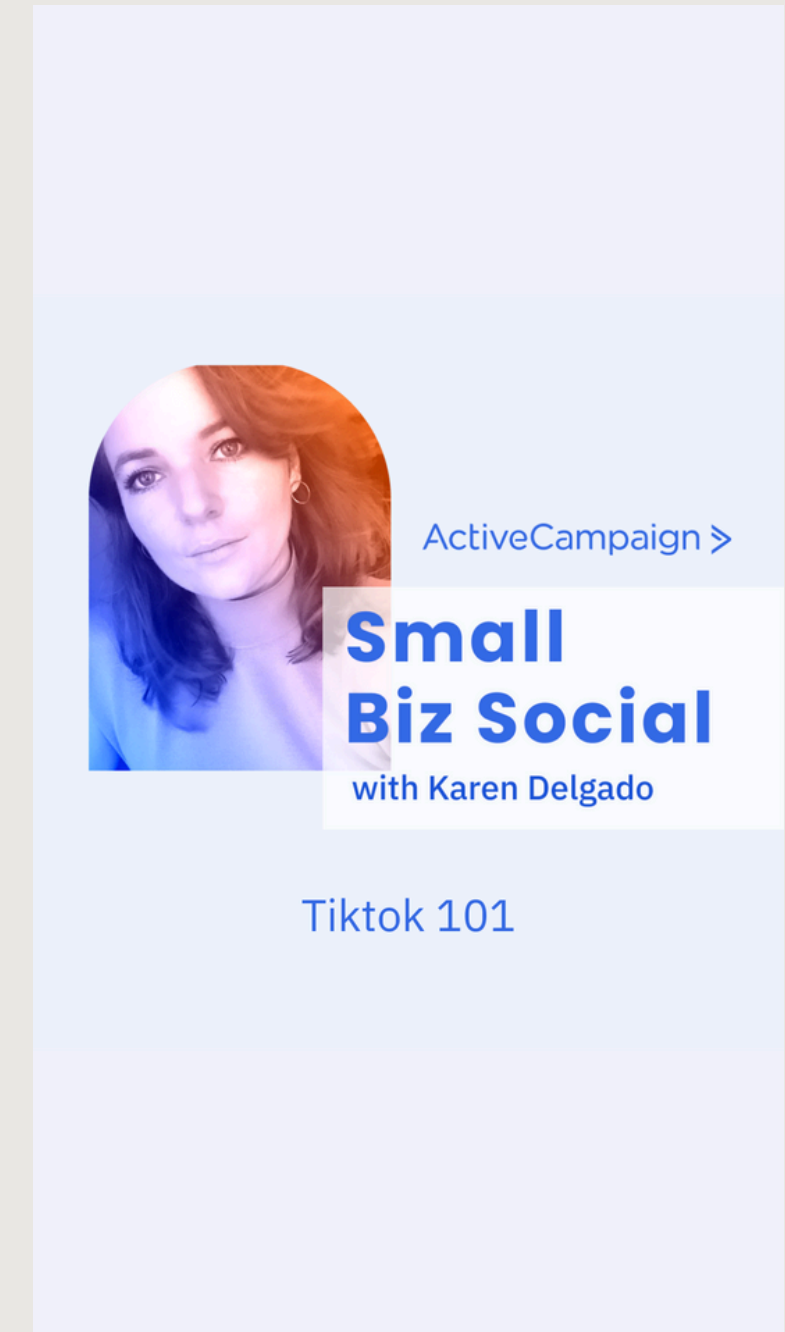
LIFESTYLE TRAVELER - VIDEOS



VLOG FROM MY FIRST SOLO TRAVELS



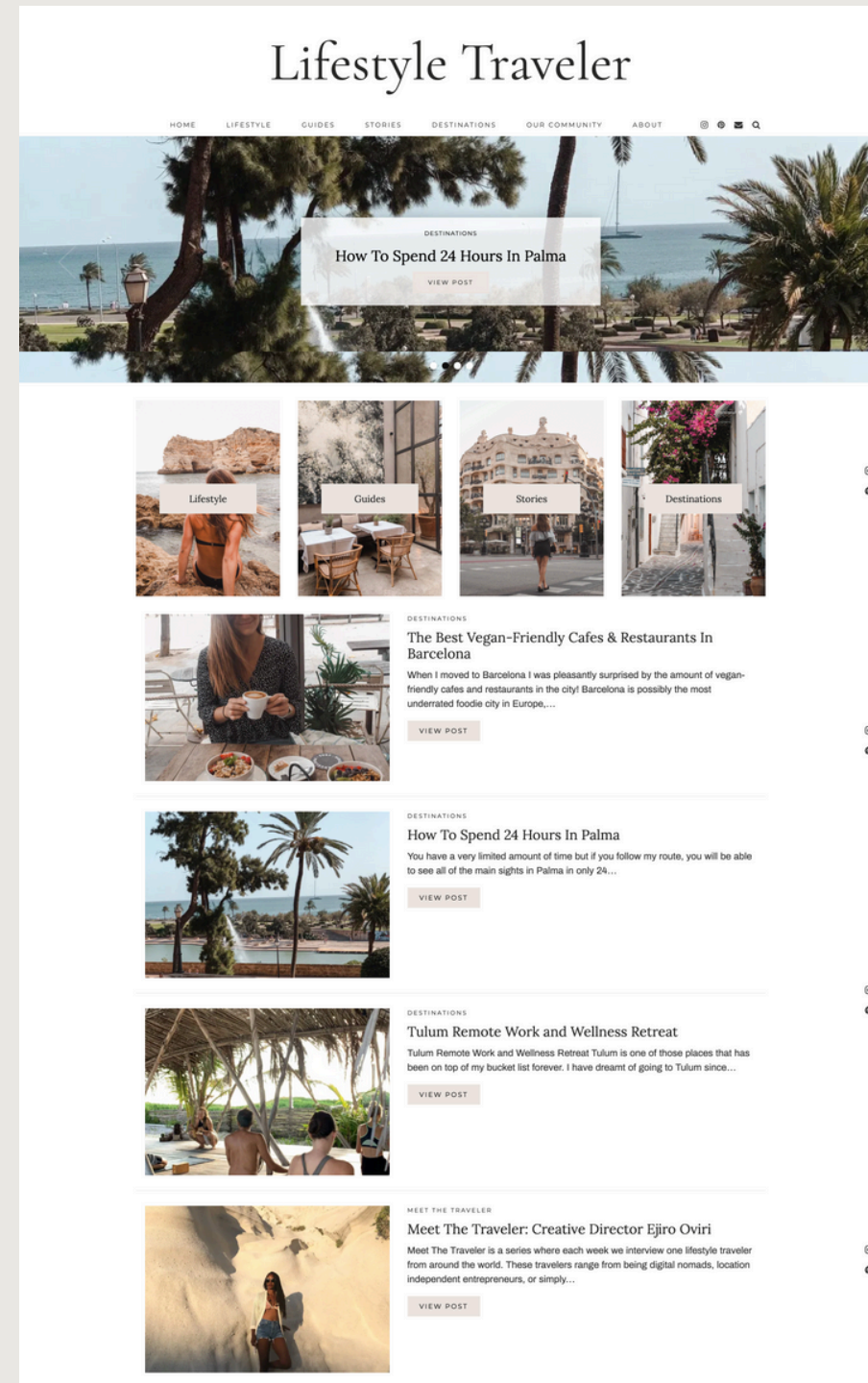
TIKTOK PARTNERSHIP



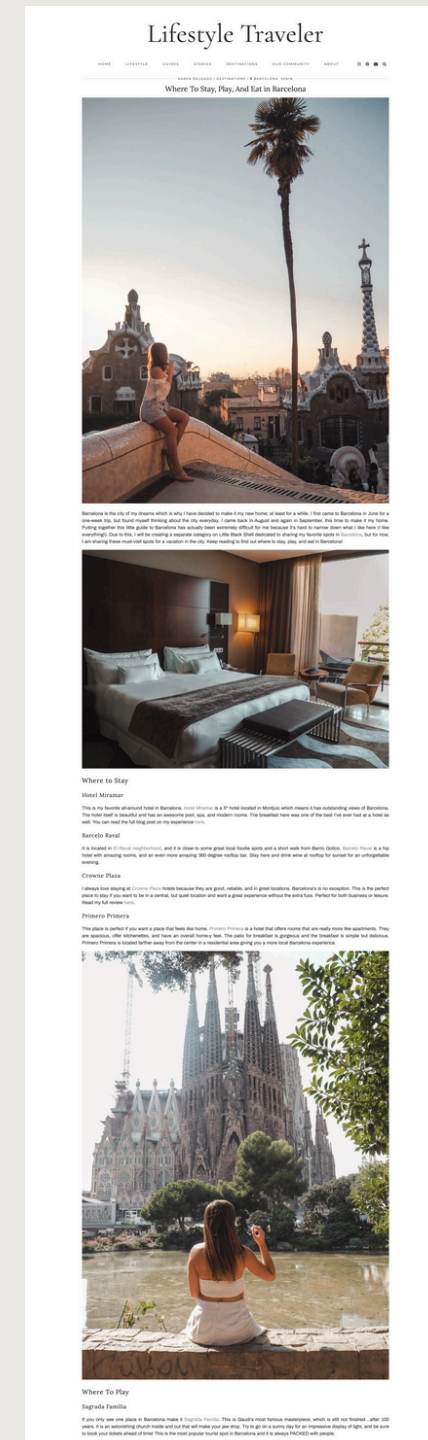
THOUGHT LEADERSHIP

LIFESTYLE TRAVELER - WEBSITE

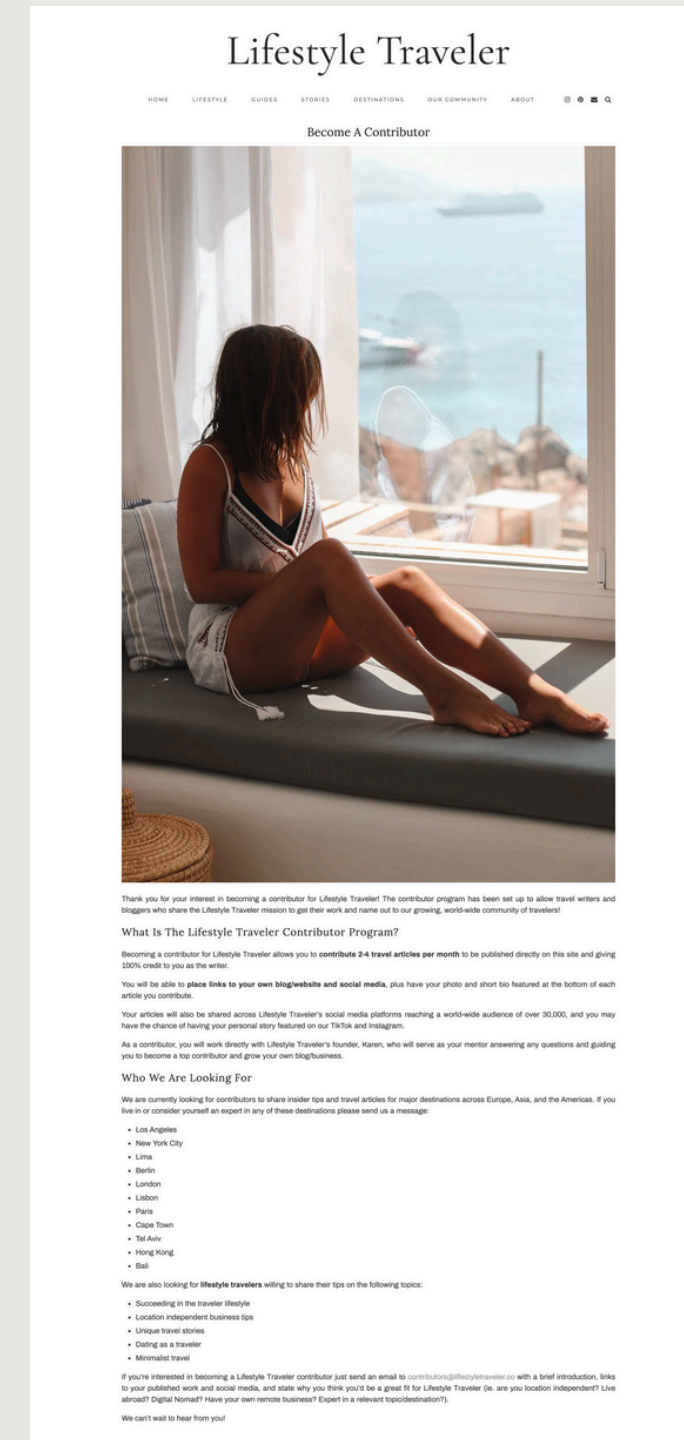
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HOME PAGE



TRAVEL GUIDE



CONTRIBUTOR PAGE

Aesthetics Traveler



IN 2023 I
LAUNCHED AN
ONLINE
EDUCATION
BUSINESS;
TEACHING
ASPIRING
TRAVEL
CREATORS
HOW TO
LAUNCH AND
MONETIZE
THEIR TRAVEL
BLOGS.

AESTHETICS TRAVELER - OVERVIEW

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- Aesthetics Traveler is another travel-focused business I launched in 2023, after a two year break from the influencer world.
- Instead of focusing on content as the product, I focused on coaching and leveraged my skillset from those fashion and travel blogging years, to teach aspiring creators how to launch and monetize their own blog.
- My main product was an online course called “Travel Creator Blueprint” where I detailed out the exact framework I had used to launch and grow successful blogs.
- I also incorporated my expertise from having worked in-house and at agencies as a social media and influencer marketing director to teach these creators what brands were looking for in partnerships - giving them a dual perspective.
- Since I had sold my previous business, I needed to build a new audience. Instead of doing all the heavy-lifting myself, I partnered with an established travel brand called “Trippst!” to offer the course to their combined 2 million followers.

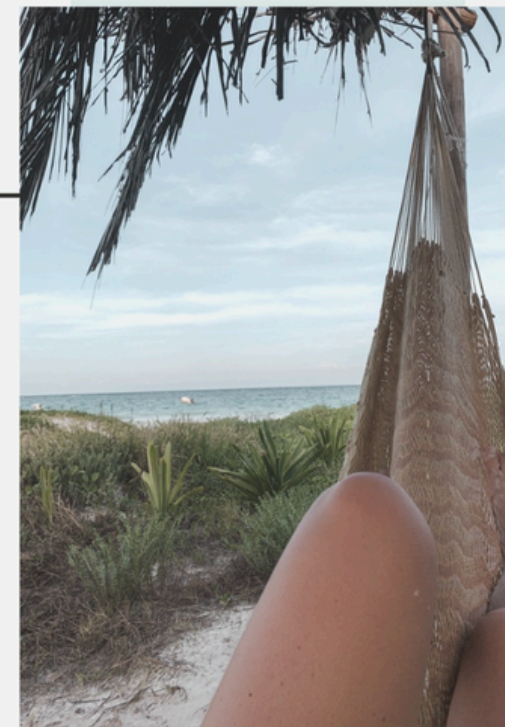


EMAIL SIGN-UP FREEBIE →

COURSE PROMO & CONTENT

Module 1 Overview

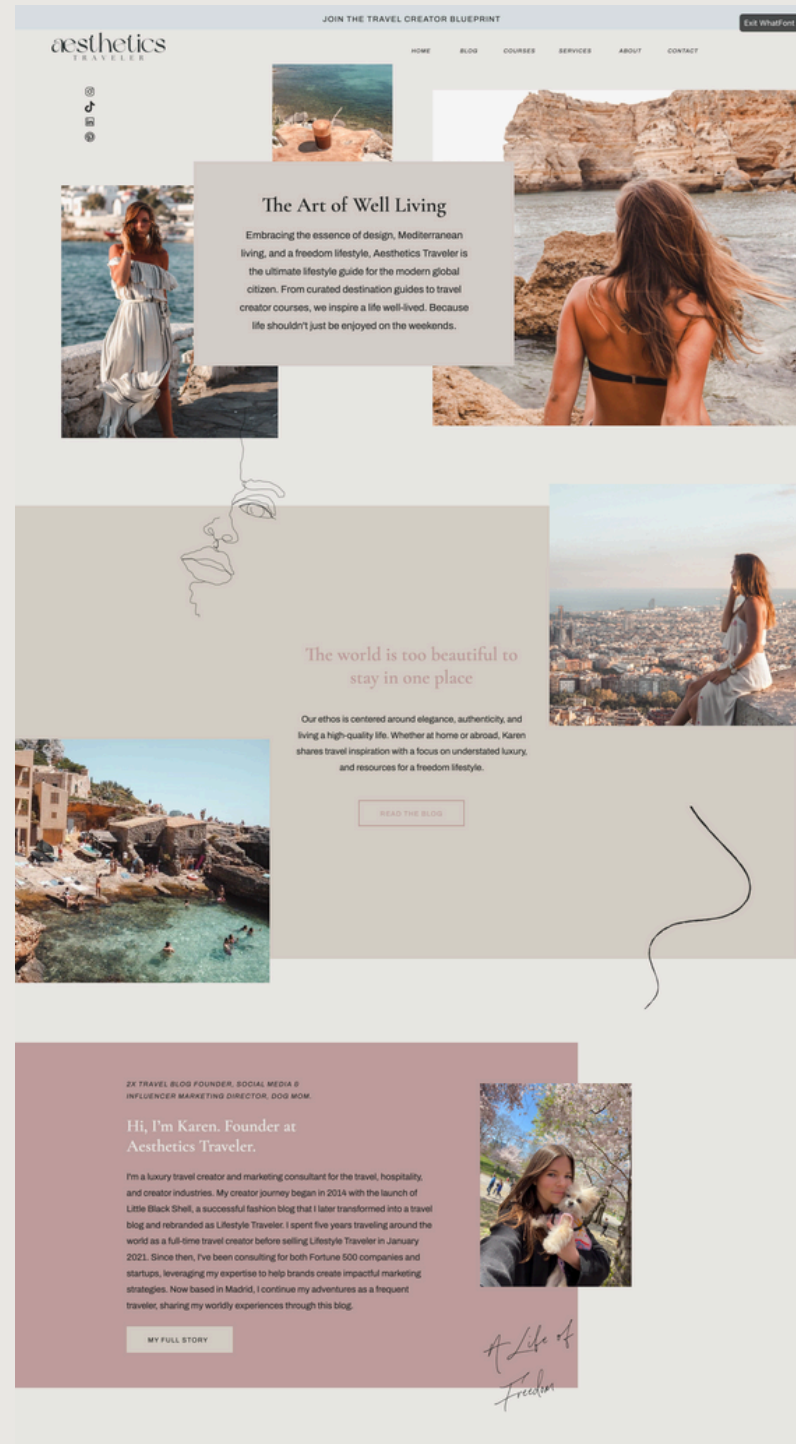
1. Defining your WHY
2. Your inspiration - mission & vision
3. Your brand values
4. Your core goal
5. What makes you stand out
6. Messaging + TOV



Before you get started, please grab your dedicated course journal, put some light background music on, light some candles, and get yourself your favorite soothing drink. You're about to work on your dream business!



AESTHETICS TRAVELER - BRANDING



WEBSITE



STOP *dreaming.*
start DOING.
Launch your travel blog,
get paid to travel the world.

CREATOR | MARKETER | EDUCATOR

@aestheticstraveler  

LINKEDIN BANNER

aesthetics
TRAVELER

A
AESTHETICS TRAVELER
T

LOGO & FAVICON


WWW.AESTHETICSTRAVELER.COM



AESTHETICS TRAVELER

LUXURY TRAVEL AND DESIGN EDITORIAL

MEDIA KIT 2023



AESTHETICS TRAVELER

Aesthetics Traveler is a lifestyle guide for the global woman. Our ethos is centered around elegance, authenticity, and living a high-quality life. Whether at home or abroad, Karen shares travel inspiration with a focus on understated luxury, and resources for a freedom lifestyle.

ABOUT KAREN

Karen began her creator journey in 2014 with the launch of her first blog. She spent five years traveling around the world as a full-time travel creator before selling Lifestyle Traveler in January 2021. She now shares her experiences on her latest editorial, Aesthetics Traveler.

5K Monthly Readers	3M Pinterest viewers	63K Monthly Engagements	5K YouTube avg. views
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DEMOGRAPHICS

GENDER
80% women

AGE
25-34


LOCATIONS
USA (NYC & LA)

INTERESTS
Travel (66.9% affinity)

CONTACT

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www.aestheticstraveler.com







SERVICES & RATES

Starting from (USD)

Listicle Blog Post	Dedicated Review	Pinterest Posts
\$1200	\$2500	\$750
This is a non-dedicated review that includes other brands in the article. Examples: "The best hotels in X city" or "What to wear to X destination." Your brand review will consist of 1-2 paragraphs, along with a link to your website.	A blog post review talking exclusively about your brand and why Aesthetics Traveler recommends it. Includes professional photography in blog post (usage rights is extra) & promotion of article on Pinterest.	Pinterest posts promoting your brand, product, or experience. This can be a static photo, carousel, or video. This Pin also has the option of evergreen promotion to drive traffic to your site for months and years to come.

Let's Work Together

- 📞 +1-760-877-4935
- ✉ info@aestheticstraveler.com
- 📍 New York City & Paris
- 🌐 www.aestheticstraveler.com



Mia The New Yorker



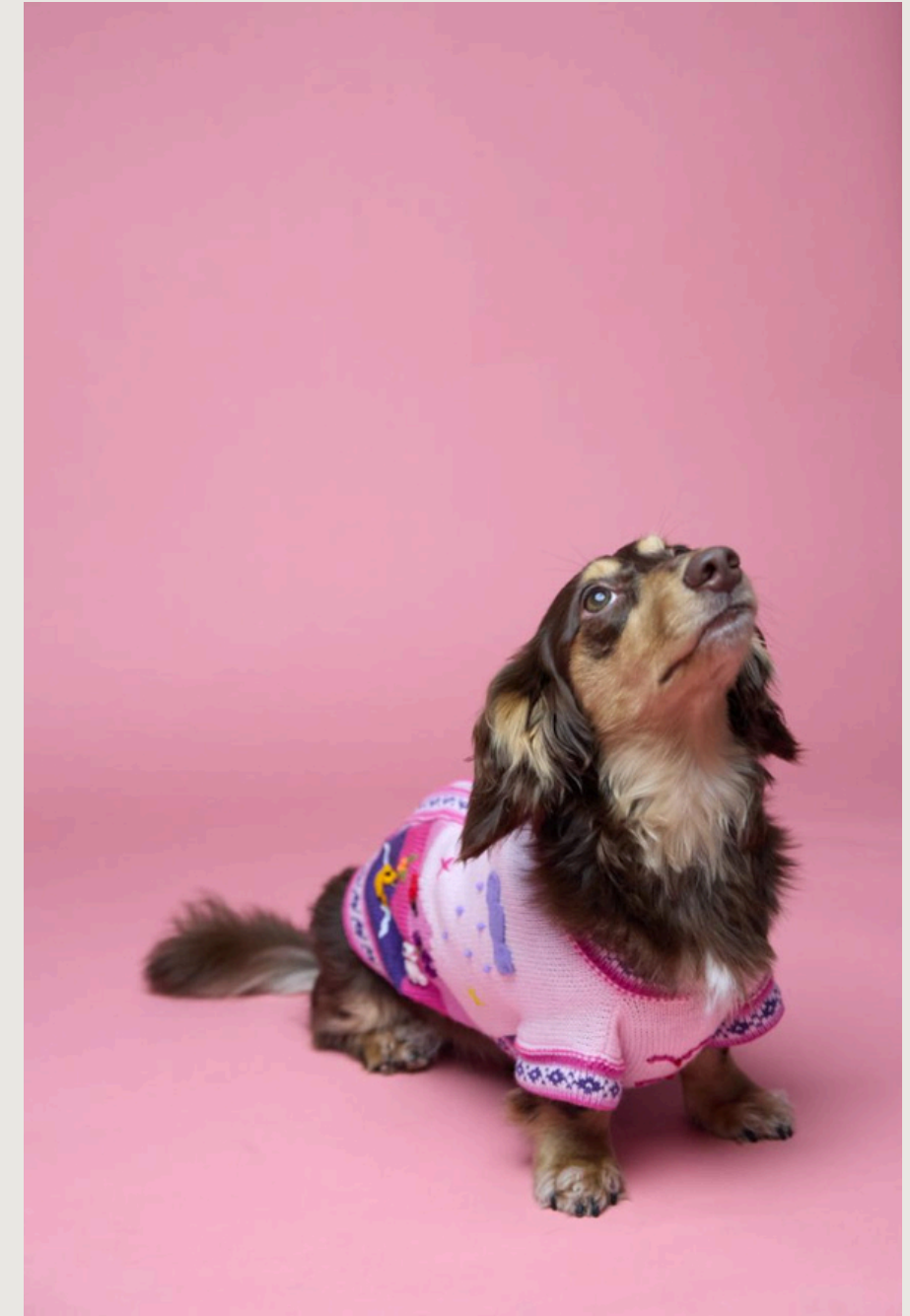
MY FIRST E-COMMERCE BRAND. MIA NYC IS A PREMIUM DOG FASHION BOUTIQUE SELLING HANDMADE SWEATERS FROM PERU.

MIA THE NEW YORKER - OVERVIEW

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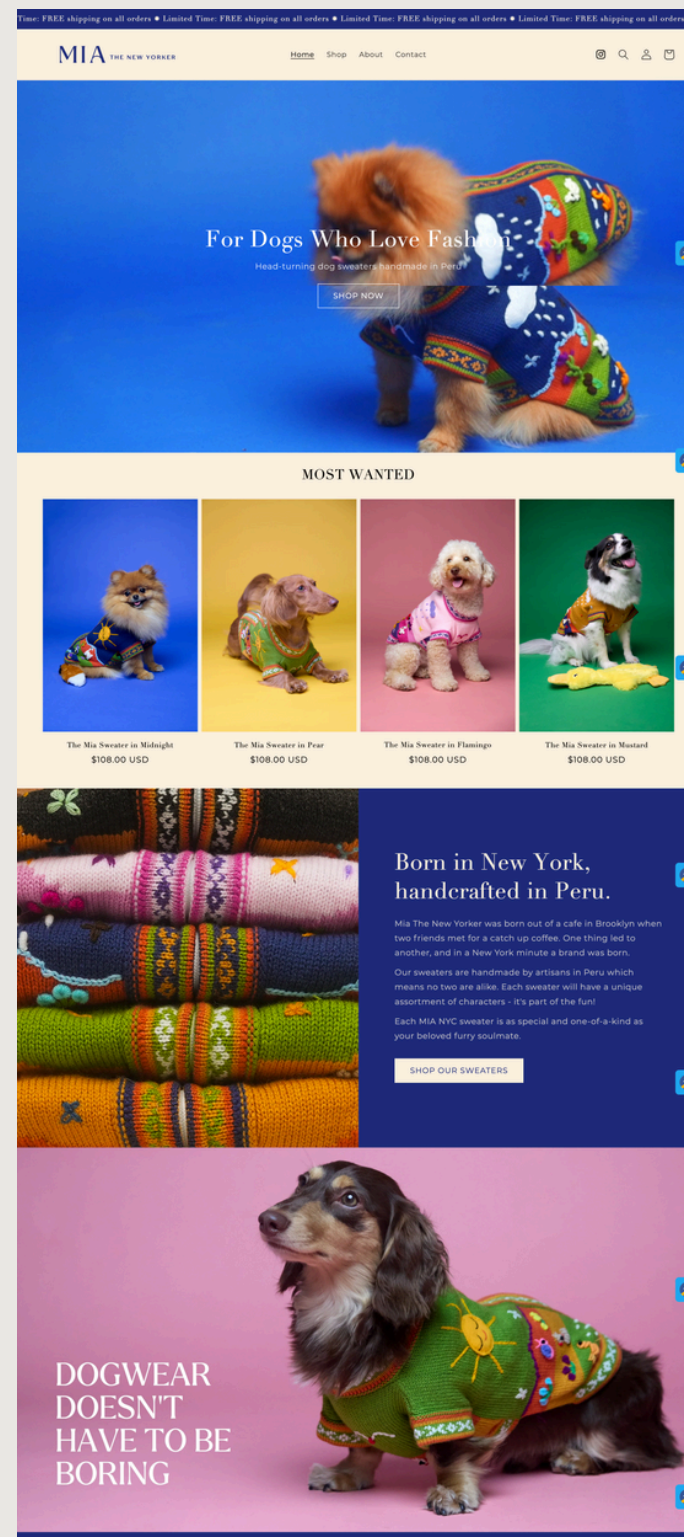
- Mia The New Yorker is my first e-commerce brand, and the only brand I've launched where I sell a physical product.
- This brand was inspired by my dog, Mia, whom I walked around Williamsburg, Brooklyn the winter of 2022-2023. She wore a Peruvian sweater during her walks and would get compliments by every passerby's. This product validation, along with the fact that I am Peruvian and have always wanted to create a brand that linked to my roots, planted the seed of MIA NYC in my mind.
- I didn't want to create the brand on my own as I was still traveling a lot at that point, and would need to be physically present to ship products. So I sat on the idea. Then one day I met up with a friend for a catch-up coffee at Bakeri. By the end of our date we had become business partners.
- We finally launched Mia The New Yorker's website on October 1st 2024, after working on it and the product for almost 2 years.
- Since I have a business partner for this brand, we split the responsibilities. She handles creative, photoshoots (all the cute pup photos on the website) and accounting. I am in charge of buying, marketing, and website creation and management on Shopify.

MIA THE NEW YORKER - DOG FASHION CONTENT

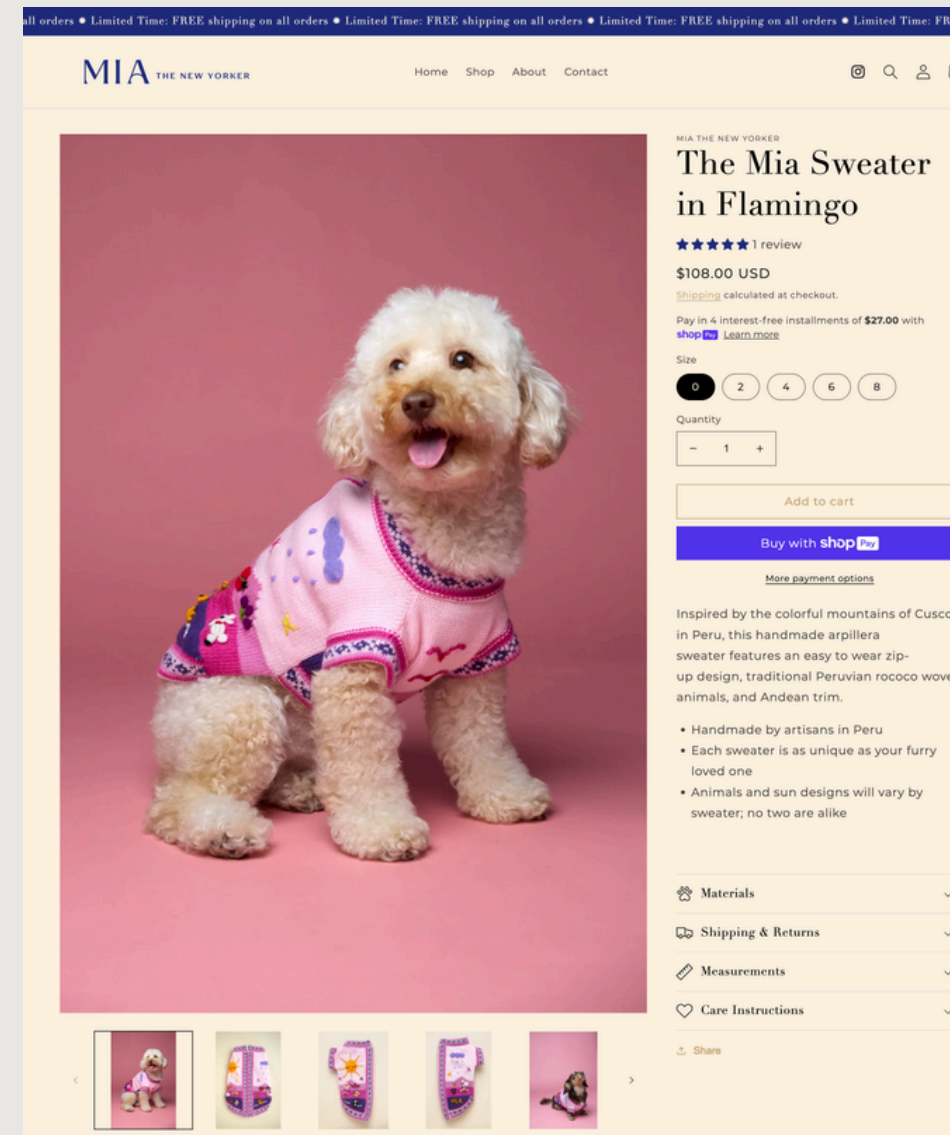


MIA THE NEW YORKER - WEBSITE

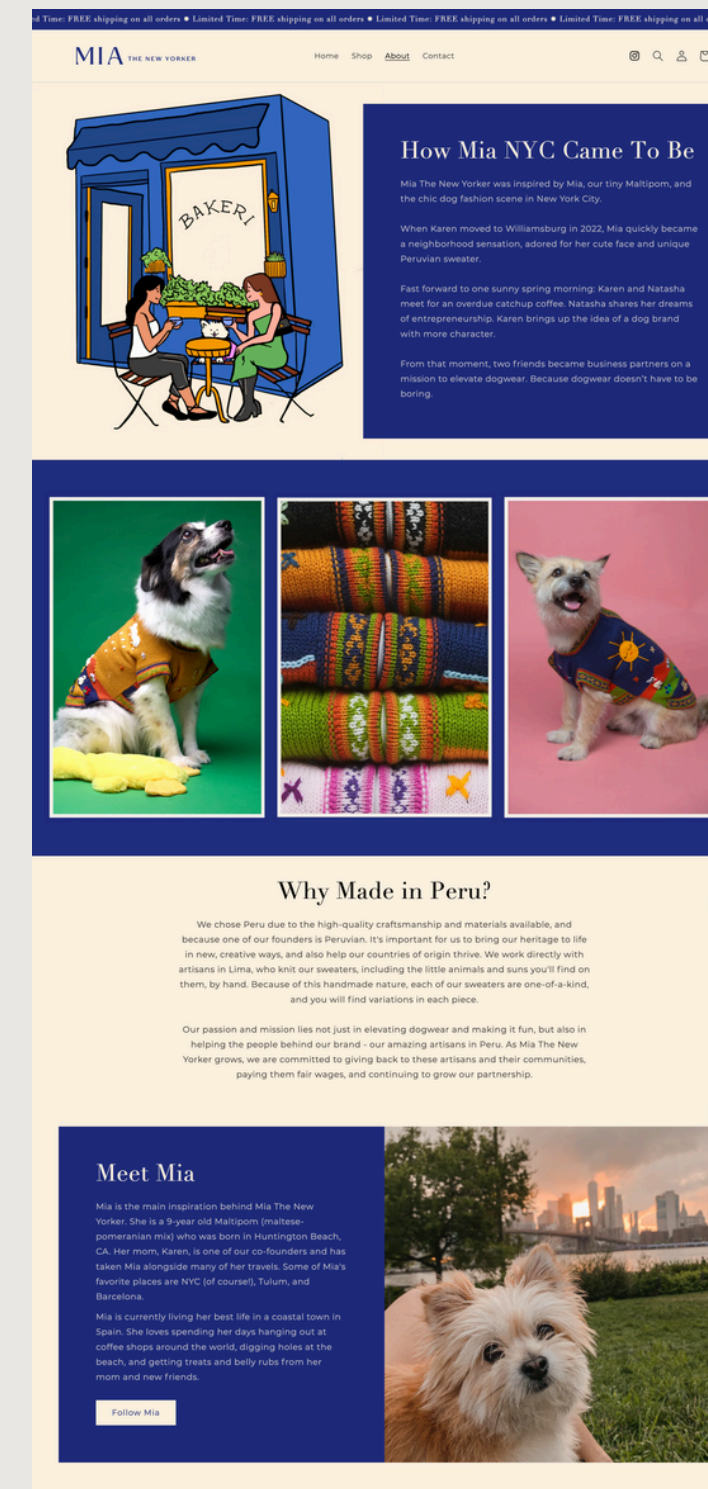
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HOME PAGE

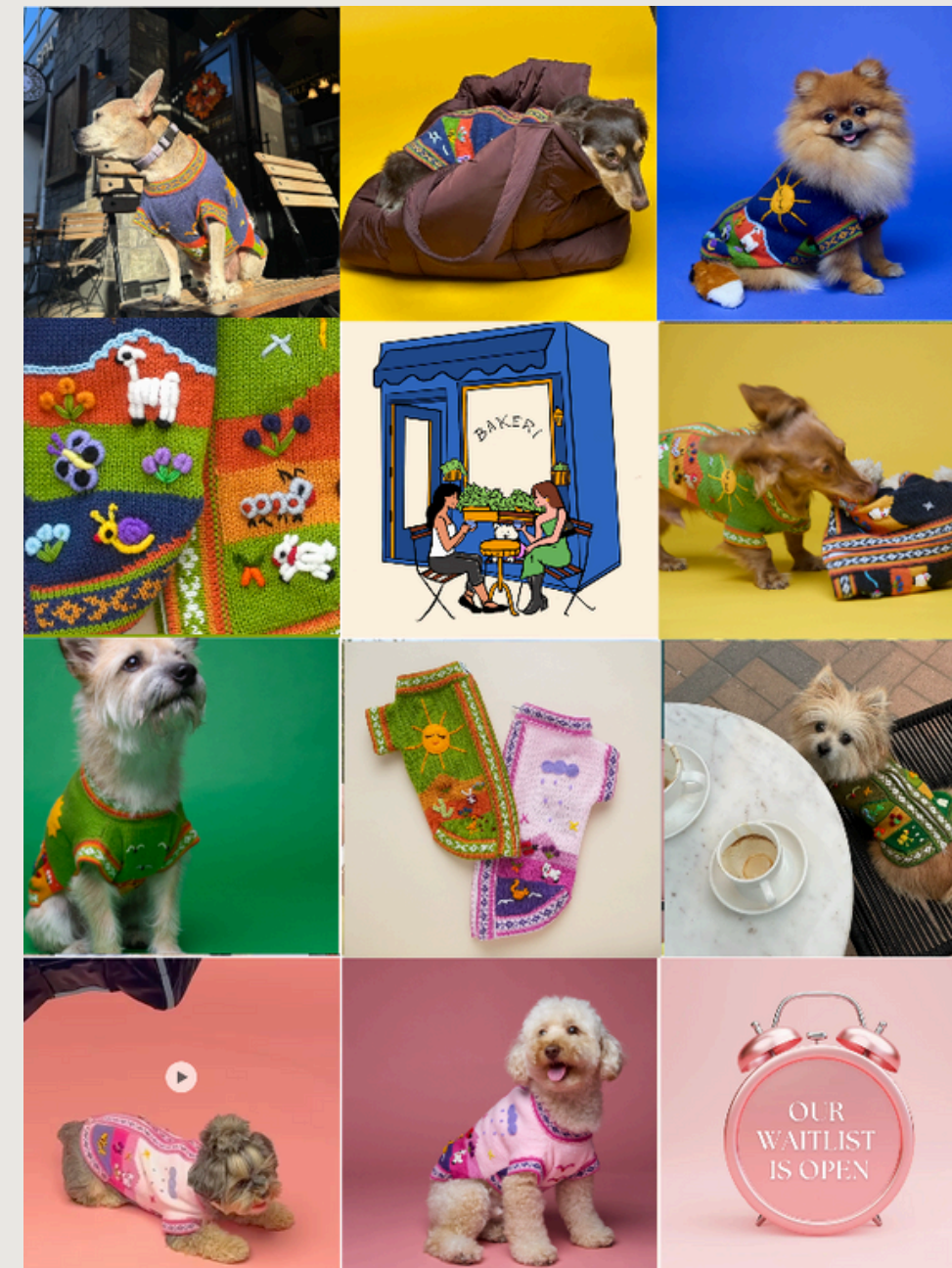


PRODUCT PAGE



ABOUT PAGE

MIA THE NEW YORKER - INSTAGRAM FEED



CONTACT INFORMATION



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📍 New York, NY

PORTFOLIO

THANK YOU

KAREN DELCADO