

MEDIA KIT · 2026

A portrait of a woman with dark hair pulled back, wearing large hoop earrings and a strapless top. She is looking directly at the camera with a slight smile. The background is a soft, out-of-focus sky with warm, golden light, suggesting a sunset or sunrise. The overall tone is professional and elegant.

ANA DUTRA

CONTENT CREATOR · LIFESTYLE & TRAVEL

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ABOUT

Real life after 40, with no signs of slowing down

I'm Ana, a Brazilian based in Florida, USA. On @anadutra.official I share what I actually live: travel and experiences worth having, family life, and a lifestyle that proves everything gets better after 40.

Verified profile and a bilingual creator: my content reaches the Brazilian audience in the US and in Brazil, and I also create in English for brands targeting a wider market. My community trusts my recommendations because they know I only show what I have truly experienced.

"After 40, life doesn't slow down. It just shifts gears."

CONTENT PILLARS

- ◆ **Travel & Experiences** · destinations, hotels and places tourists overlook
- ◆ **Lifestyle 45+** · fashion, attitude and the real life of a mature woman
- ◆ **Family & Couple Life** · shared experiences that build connection
- ◆ **Beauty & Self-Care** · nearly 20 years of professional experience in aesthetics

Small on paper. Massive in reach.

616.5K

VIEWS

59.4K

INTERACTIONS

380.1K

ACCOUNTS REACHED

+2.4K

NEW FOLLOWERS THIS MONTH

84.1%

of my reach comes from **non-followers**. My content doesn't stay inside my own bubble: Instagram pushes it to new audiences, which means **real discovery for the brands** that show up with me.

60x

VIEWS COMPARED TO MY FOLLOWER
BASE

559K

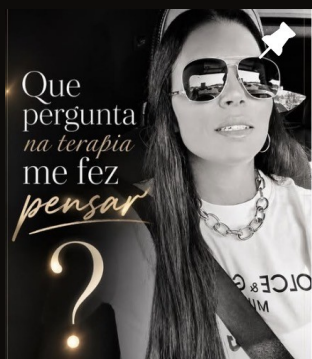
REEL VIEWS, MY CORE FORMAT

12K+

FOLLOWERS, GROWING FAST

Source: Instagram Insights · August 31 to September 30, 2026 · verified profile

Reels people watch, save and share



197K

Personal storytelling that sparks conversation



167K

Hidden-gem discovery in Florida



74.9K

Hidden beach · 2.7K saves



59.8K

Western experience + fashion

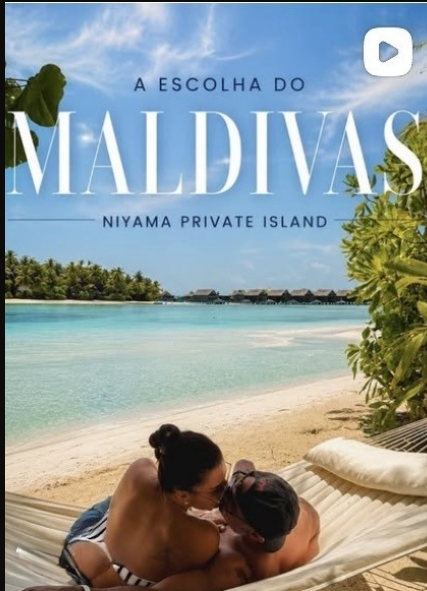
91%

of my views in the last 30 days came from **Reels**: 559K out of 616.5K. That's the format Instagram pushes to people who don't follow me yet, and it's exactly where a destination gets discovered.

Why does this matter for your brand?

My audience doesn't just scroll past. They comment, save the destination, ask where it is and come back to watch again. That's real attention, the kind that turns content into travel and purchase decisions.

Content created at premium destinations and brands



NIYAMA PRIVATE ISLAND · MALDIVES

FOUR SEASONS

ATLANTIS

SANDALS

ROYAL CARIBBEAN

EXCELLENCE RESORTS

PBR WORLD FINALS · TEXAS

CANCÚN · MEXICO

CABANA BAY RV RESORT

WHAT I CAN CREATE FOR YOUR BRAND

Reels

DISCOVERY VIDEOS WITH A PERSONAL NARRATIVE AND HIGH DISTRIBUTION POTENTIAL

Stories

REAL-TIME COVERAGE OF EXPERIENCES, HOTELS AND EVENTS

Photos & UGC

PROFESSIONAL IMAGERY BRANDS CAN USE ON THEIR OWN CHANNELS

Press Trips

FULL DESTINATION IMMERSION, FROM CHECK-IN TO CHECK-OUT · IN PORTUGUESE, ENGLISH OR BOTH

One Reel. Two families booked.

A paid collaboration with **Cabana Bay RV Resort**: a family stay turned into a discovery Reel that people didn't just watch. They shared it, saved it and booked. Published September 28 as a collab post with [@cabanabayrvresort](#).



COLLAB REEL · CABANA BAY

13.9K

VIEWS

10K+ in the first 48 hours

665

SHARES

463 in the first 48 hours

289

SAVES

161 in the first 48 hours

2

DIRECT BOOKINGS

families who booked after watching the Reel

WHAT WAS DELIVERED

MAIN REEL

+ BONUS REEL

+ EXTRA STORIES

+ ENGLISH VERSION

Highlighted items went beyond the agreed scope. The English Reel was handed over for the resort's own channels.

“

Hearing that two families booked directly after seeing your Reel is exactly the kind of result we love to see.”

“You’ve been wonderful to work with, and we’ve been very pleased with both the content and the response to the collaboration.”

AMY BOSI · MARKETING COORDINATOR, CABANA BAY RV RESORT

Source: Instagram, totals as of October 6, 2026; 48 hour figures from Instagram Insights · Client feedback shared by email in October 2026 and quoted with permission



LET'S CREATE TOGETHER

Every project is unique. So is every proposal.

I don't work with a fixed rate card: every collaboration is evaluated individually, based on format, scope and the brand's goals.
Tell me what you have in mind and I'll put together a custom proposal.

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