

CREATIVE PORTFOLIO

# Melissa Koffie

TRAVEL WRITER,  
PHOTOGRAPHER, AND CONTENT  
CREATOR



The Global Ghana Girl LLC  
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# ABOUT ME

Travel has always been an important part of my life. I've been lucky enough to visit incredible places such as Thailand, Ghana, Canada, and Dubai. My mission is to inspire young people to embrace new experiences through travel. When I started working full-time after college, I still wanted to make travel a priority. To this day, I try my best to maximize my vacation days and utilize resources that will help me get the most out of my travels.

Outside of travel, I'm a Corporate Communications Specialist and in my free time, I enjoy photography, attending concerts, and baking.

[www.theglobalghanagirl.com](http://www.theglobalghanagirl.com)



# ABOUT THE BLOG

The Global Ghana Girl LLC is a travel and lifestyle blog that helps young professionals balance travel with a full-time job. Melissa aims to inspire young people to explore the world, from local hidden gems to epic destinations around the globe. Through travel tips and guides, hotel reviews, foodie guides, and more, this blog is a positive, uplifting space that helps busy 9 to 5-ers incorporate more unique experiences into their lives.

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# AVAILABLE SERVICES



[www.theglobalghanagirl.com](http://www.theglobalghanagirl.com)

- SPONSORED POSTS (BLOG/SOCIAL MEDIA)
- PRESS TRIPS/INVITES
- UGC (USER-GENERATED CONTENT)
- PHOTOGRAPHY/CONTENT CREATION
- BRAND AMBASSADORSHIP
- GIVEAWAYS

Click [here](#) to learn more about my available services.

# KEY STATISTICS

My audience is comprised of travel enthusiasts who are eager to visit new destinations and enjoy unique experiences. When working with me, you can expect high quality content, authentic engagement, and thoughtful feedback from my community.

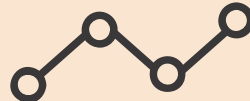
[www.theglobalghanagirl.com](http://www.theglobalghanagirl.com)

Total Online Following  
Across Platforms

5.7K

Monthly Instagram  
Impressions

20K



Monthly Website  
Impressions

55K

Average Instagram  
Engagement Rate

2.16%

### Top Locations

USA (NYC, Philadelphia),  
UK (London), Ghana,  
Canada

### Age & Gender

25-34 - 55.3%  
75% women, 25% men



# Travel/Tourism Partnerships



## CASE STUDIES

I have extensive experience working with various travel and tourism organizations to support their marketing campaigns. Here are 3 examples of my previous partnerships:

***Visit Norfolk, Virginia, The Circuit Trails: Greater Philadelphia Trail Network, and Visit Wilmington.***



VISIT NORFOLK



THE CIRCUIT TRAILS



VISIT WILMINGTON



# CASE 01



**#VisitNorfolkVA Campaign Objective:** to showcase Norfolk's holiday events, food scene, mural district, and attractions.

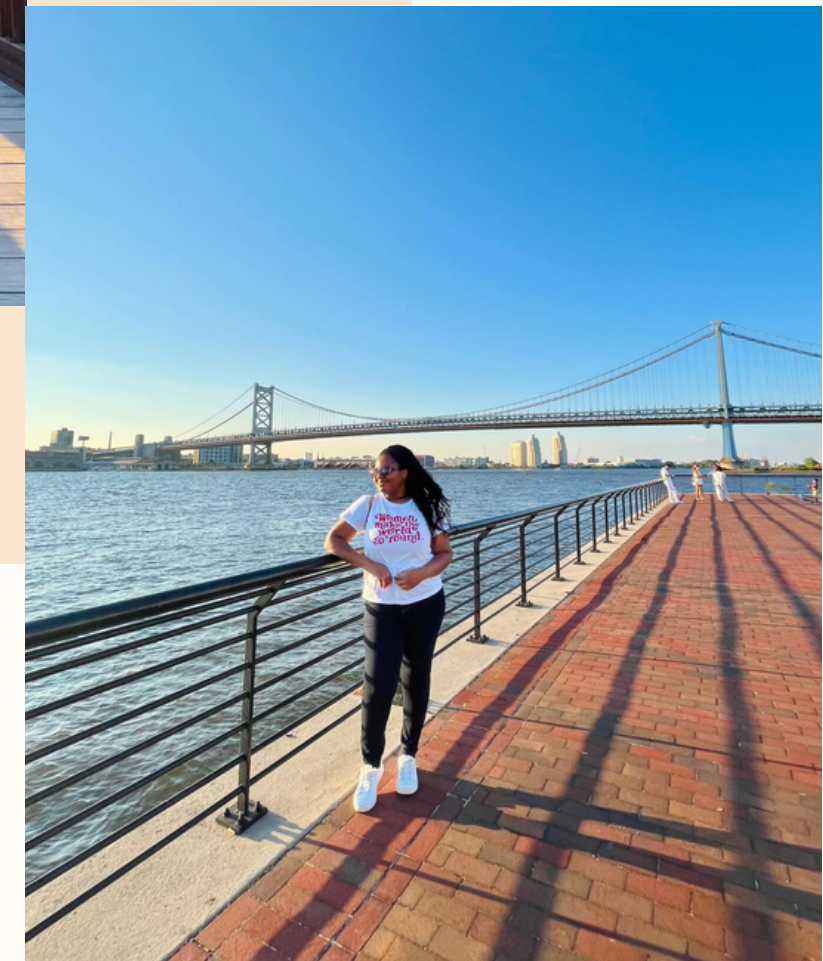
View the blog post [here](#).

**Total Online Engagement**  
44K Instagram Reach, 17K Video Views  
2,355 Likes, 311 Saves, 412 Shares

# CASE 02

**#MyCircuitTrails Campaign Objective:** to promote the Greater Philadelphia Circuit Trails network and showcase the variety of ways people can utilize the trails, including recreation and transportation.

View the blog post [here](#).



**Total Online Engagement**  
38K Instagram Reach, 37K Video Views  
678 Likes, 119 Saves, 102 Shares





# CASE 03



**#VisitWilm 3-2-1 Getaway Campaign Objective:** to showcase Wilmington's historic sites, attractions, and dining options. After successful completion of first collaboration, I was invited to partner with Visit Wilmington a second time.


View the blog posts [here](#) and [here](#).

## **Total Online Engagement**

41K Instagram Reach, 12K Video Views  
2,355 Likes, 311 Saves, 412 Shares, 1,270 Blog Views


# AUDIENCE FEEDBACK




 **bloomingblackfoodie** I'm loving this awesome guide! 🥰 Can't wait to plan my trip. Thank you for sharing!!!

5w 1 like Reply


— View replies (1)

 **brazilianlilc\_424** Thanks to this post we were able to enjoy a really nice day in Norfolk.!


6w 1 like Reply

 **whatwouldjeneat** Gorgeous views! Loving the trail content 🥰

20w 2 likes Reply


 **hklovestravel** Would love to visit too 😊👏

22w 2 likes Reply

 **ann.le.do** Adding this to my list


13w 1 like Reply

— View replies (1)


 **suespanstheglobe** Yes! Was in Wilmington in Sept and we loved Nemours. Next time Winterthur.

 **lifewithdinah** You always find the best spots! 🥰🥰

7w 2 likes Reply

 **carlymarie\_travelwithme** Norfolk looks like such a fun place!

8w 2 likes Reply


 **journeyedaway** Would love to visit the Circuit Trail 🥰

22w 2 likes Reply

 **meandering\_meerkat** Great guide thank you!

12w 1 like Reply

— View replies (1)

 **passos\_n\_passion** We are going to Baltimore for Christmas, and I will definitely plan a day trip to Wilmington. Txs for the recommendations.

13w 2 likes Reply

# Hotel Partnerships

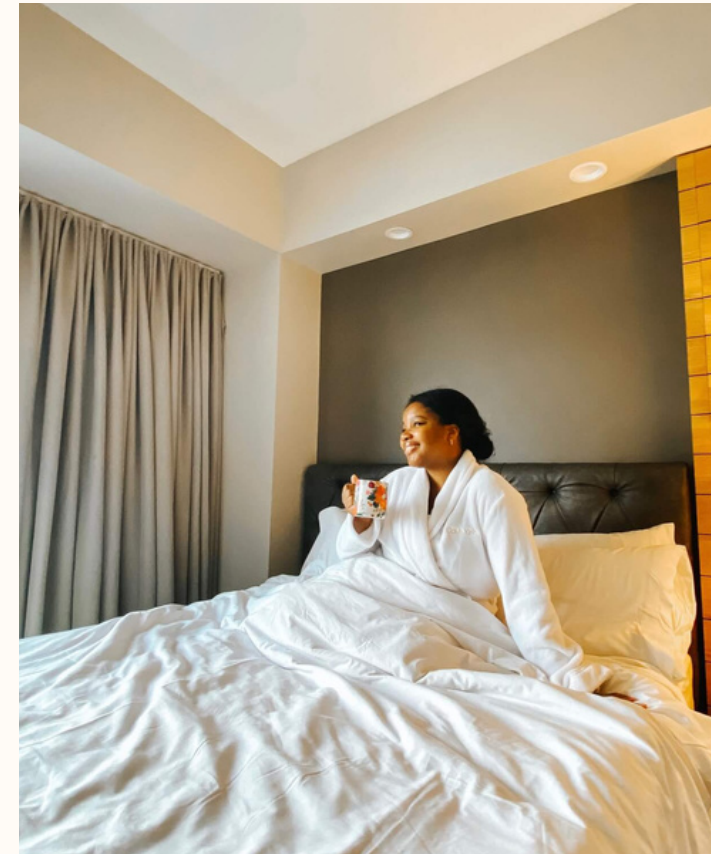
## CASE STUDIES

I have extensive experience working with various hotels to support their marketing efforts. Here are 3 examples of my previous partnerships: **DoubleTree Jersey City**, **Renaissance Allentown**, and **Canopy by Hilton Baltimore Harbor Point**. Click the photos to view these posts.



DOUBLETREE JERSEY CITY

4,629 Impressions,  
4,527 Video Views, 144 Likes,  
39 Saves, 15 Shares



RENAISSANCE ALLENTOWN

1,216 Blog Views, 1,855  
Impressions, 194 Likes,  
50 Comments, 14 Saves



CANOPY BY HILTON  
BALTIMORE

11,359 Video Views  
301 Likes, 72 Shares,  
112 Saves

# Restaurant Partnerships

## CASE STUDIES

I have extensive experience working with various restaurants and food brands to support their marketing efforts. Here are 3 examples of my previous partnerships: **Silver Diner**, **Playa Bowls**, and **Duck Donuts**. Click the photos to view these posts.



SILVER DINER  
CHERRY HILL



PLAYA BOWLS  
GLASSBORO



DUCK DONUTS MARLTON

## Local Events

# CASE STUDIES

I have extensive experience working with local organizations to promote their events. Here are 3 examples of my previous partnerships: **Blue Cross RiverRink Sweetheart Skate**, **The Philadelphia Chinese Lantern Festival**, and **Seltzerland Festival**. Click the photos to view these posts.

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BLUE CROSS RIVERRINK  
SWEETHEART SKATE

*\*standing partnership with  
Blue Cross RiverRink*



PHILADELPHIA CHINESE  
LANTERN FESTIVAL

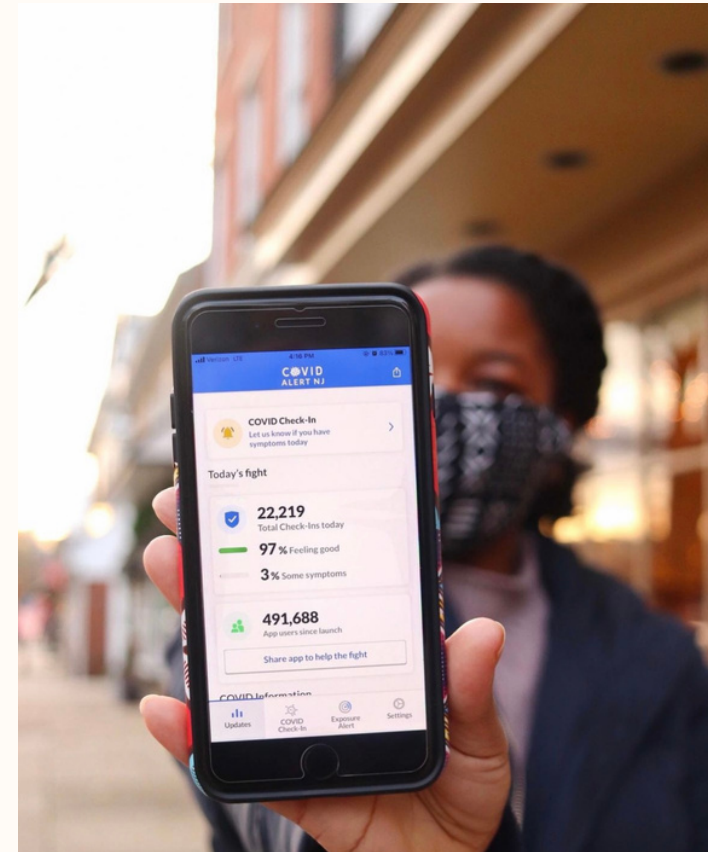


SELTZERLAND FESTIVAL NJ

# Civic Engagement/Important Causes

## CASE STUDIES

I have extensive experience working with community organizations to support their marketing campaigns. Here are 3 examples of my previous partnerships: **Choose New Jersey (#MaskUpNJ campaign)**, **NJ Hospitals (#ImABigShot campaign)**, and **The Brain Injury Alliance of NJ (#SafeStepsAhead campaign)**. Click the photos to view these posts.



CHOOSE NEW JERSEY



NJ HOSPITALS



BRAIN INJURY ALLIANCE OF NJ/JERSEY DRIVES

# CLIENT TESTIMONIALS

Click [here](#) to read more testimonials.



## VISIT BUCKS COUNTY

"As a PR pro, Melissa is the ideal influencer! Not only is her content stunning, but her communication and dedication to producing quality results are profound. She truly "gets it." You NEED to partner with The Global Ghana Girl!"

**-Alexa Johnson, Senior Marketing & Communications Manager**



## THE CIRCUIT TRAILS

"Thank you for all your great work on your partnership with the Circuit Trails! We really loved all your content and we hope to work with you again in the future!"

**-Alyssa Z., Account Supervisor**



## VISIT WILMINGTON

"Melissa generated excellent exposure for Greater Wilmington and the Brandywine Valley. She was a joy to host. Her photography skills, creativity, and passion for new visitor experiences really helped elevate our destination's visibility. We look forward to welcoming her back."

**-Jen Boes, Executive Director, Marketing**

# CLIENT TESTIMONIALS

Click [here](#) to read more testimonials.



## SILVER DINER

"Melissa was a dream collaborator - professional, friendly and most importantly, passionate! She beautifully captured Silver Diner's essence as the "Next Generation" diner, serving the classic meals everyone knows and loves, while also catering to today's lifestyles through a robust "flexitarian" menu. We're thrilled with her content - and we know her readers are, too!"

**-Marketing Manager, Silver Diner**



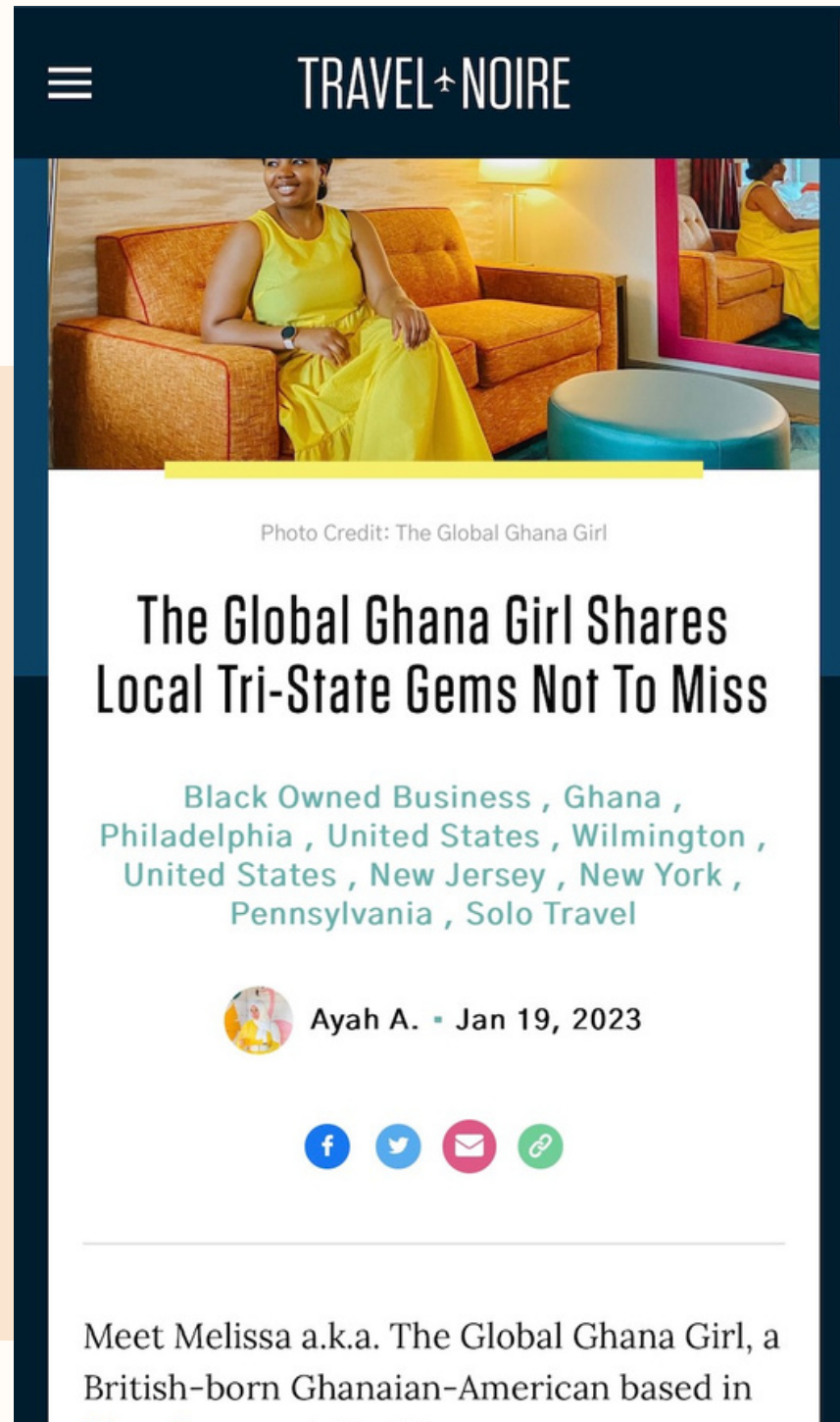
## CHOOSE NEW JERSEY

"Melissa was great to work with—she was extremely organized, responsive, and followed our instructions to a T!"

**-Cara S., Account Manager**



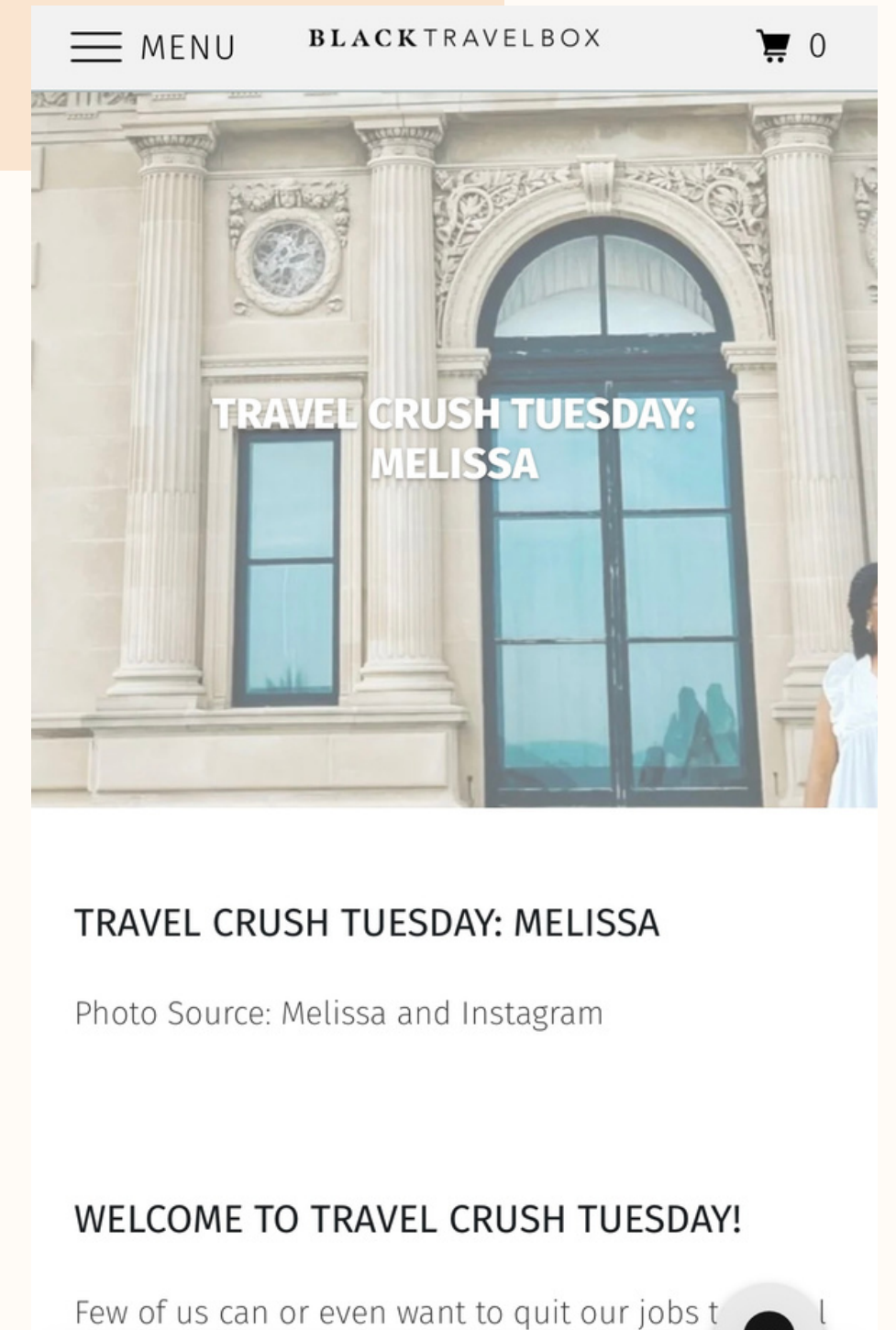
# PRESS FEATURES & AWARDS



<https://travelnoire.com/the-global-ghana-girl-shares-local-tri-state-gems-not-to-miss>



<https://www.instagram.com/p/Cn7iYIhNZBT/?igshid=YmMyMTA2M2Y%3D>



<https://theblacktravelbox.com/blogs/travel-and-slay/travel-crush-tuesday-melissa>

# LET'S CONNECT

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