

CREATIVE PORTFOLIO

Melissa Koffie

TRAVEL WRITER,
PHOTOGRAPHER, AND CONTENT
CREATOR



The Global Ghana Girl LLC
theglobalghanagirl@gmail.com
theglobalghanagirl.com

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



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.

www.theglobalghanagirl.com



AVAILABLE SERVICES



www.theglobalghanagirl.com

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

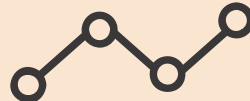
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Total Online Following
Across Platforms

5.7K

Monthly Instagram
Impressions

59K



Monthly Website
Impressions

67K

Average Instagram
Engagement Rate

2.67%

Top Locations

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

Age & Gender

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



Travel & Tourism Partnerships/Press Trips



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, Delaware.**



VISIT NORFOLK



THE CIRCUIT TRAILS



VISIT WILMINGTON

Travel & Tourism Partnerships (cont.)



CASE STUDIES

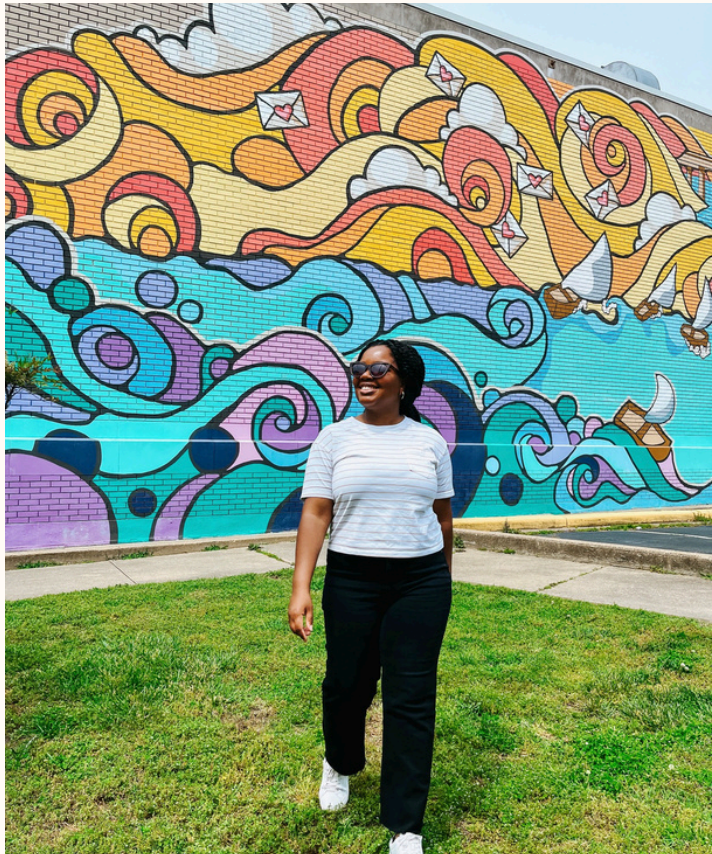
I have extensive experience working with various travel and tourism organizations to support their marketing campaigns. Here are 3 examples of my previous partnerships: ***Chester County's Brandywine Valley***, ***Visit Hudson NJ***, and ***Visit Hampton, VA***.



CHESTER COUNTY'S BRANDYWINE VALLEY



VISIT HUDSON NJ



VISIT HAMPTON VA



CASE 01



#VisitNorfolkVA Campaign Objective: to showcase Norfolk's holiday events, food scene, mural district, and attractions. Click the photos on this slide to view content produced for this partnership.

View the blog post [here](#).

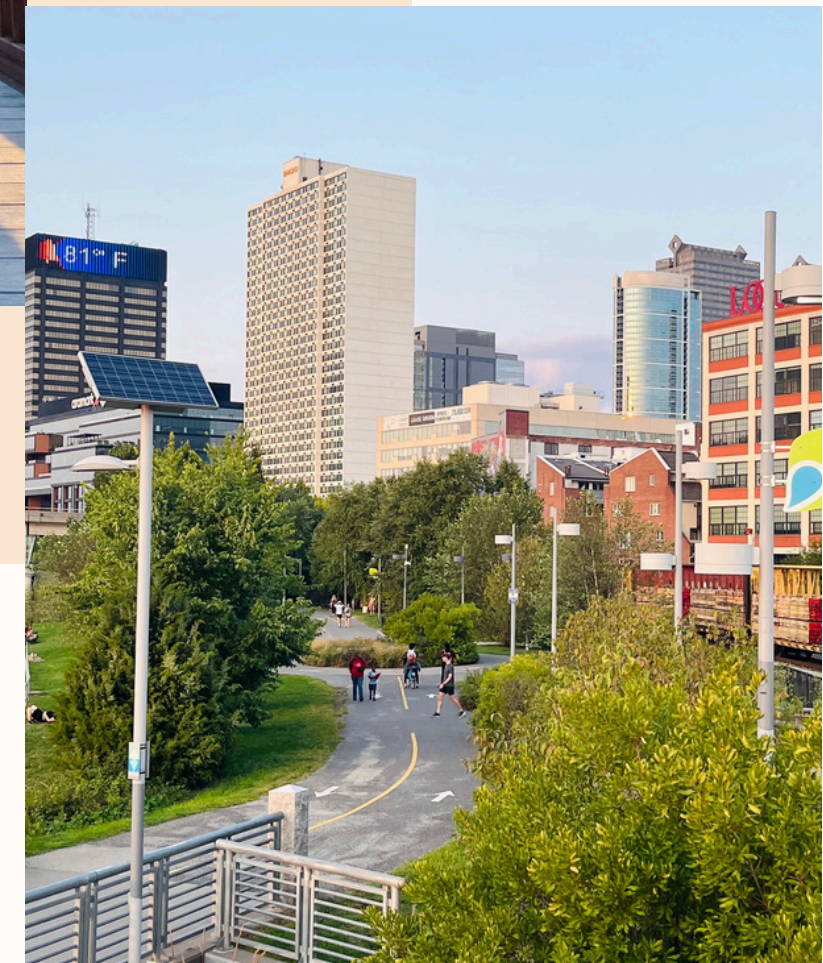
Total Online Engagement
44K Instagram Reach, 17K Video Views
2,355 Likes, 311 Saves, 412 Shares

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. Click the photos on this slide to view examples of content produced for this campaign.

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. Click the photos on this slide to view content produced for this partnership.

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

Total Online Engagement

41K Instagram Reach, 12K Video Views
2,355 Likes, 311 Saves, 412 Shares, 2,006 Blog Views



CASE 04



#BrandywineValley Campaign Objective: to showcase Chester County's autumn/winter events, food scene, museums, and attractions. Click the photos on this slide to view content produced for this partnership.

View the blog post [here](#).

Total Online Engagement
15K Instagram Reach, 19K Video Views
620 Likes, 85 Saves, 62 Shares

CASE 05

#VisitHudsonNJ Campaign Objective: to promote Jersey City/Hudson County things to do including waterfront attractions, mural arts district, and nightlife. Click the photos on this slide to view content produced for this partnership.

View the blog post [here](#).



Total Online Engagement
10K Instagram Reach, 16K Video Views
733 Likes, 187 Saves, 89 Shares



CASE 06




#VisitHamptonVA Campaign Objective: to showcase Hampton's historic sites, museums, and dining options. Click the photos on this slide to view examples of content produced for this partnership.

View the blog post [here](#).

Total Online Engagement
29K Instagram Reach, 30K Video Views
1,594 Likes, 353 Saves, 224 Shares, 1,212 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


 **wildkidswander** 53w · ❤️ by author
I've never been to this site, but it looks awesome. Need to bring the kids!



1

Reply Hide


— View 1 more reply

 **beingchristinajane** 53w · ❤️ by author
I'll add it to my list for VA next month!



1


Reply Hide

 **kevykevworldwide** 53w · ❤️ by author
I'd def definitely check out the Virginia Air & Space Science center for sure 🔥 love that kinda stuff



1

Reply Hide

 **ukrainianbella** 55w · ❤️ by author
Such a cute getaway! 🥰

Reply Hide



2


— View 1 more reply

 **emily_scalzo** 55w · ❤️ by author
Adding to my list 📝

Reply Hide




2

 **visithamptonva** 55w · 📍 · ❤️ by author
🥰🥰🥰 Hampton looks great on you!
Thanks for your visit — come back and see us!



8


Reply


 **sistaswithstandards** What a fun getaway 🥰

12w Reply

 **journeyedaway** Wilmington looks amazing 🥰

13w 1 like Reply


 **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

 **kait_touch_this** 55w · ❤️ by author
Ooo so many good recommendations! 📝




1

Reply Hide

 **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

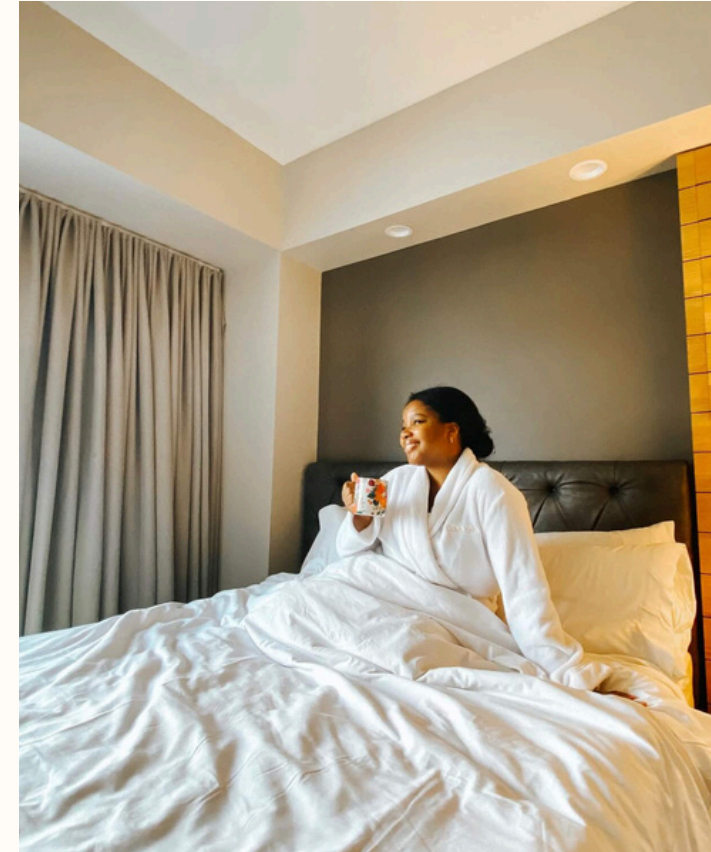
CASE STUDIES

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

8,019 Video Views, 229 Likes
62 Saves, 23 Shares



RENAISSANCE ALLENTOWN

1,216 Blog Views, 194 Likes
14 Saves



CANOPY BY HILTON
BALTIMORE

26,397 Video Views
389 Likes, 188 Shares
253 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

153 Likes, 64 Comments
19 Saves



PLAYA BOWLS

104 Likes, 39 Comments
15 Saves



DUCK DONUTS

161 Likes, 61 Comments
6 Saves

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**

98 Likes, 18 Comments
11 Saves



**PHILADELPHIA CHINESE
LANTERN FESTIVAL**

8,964 Video Views, 174 Likes
96 Shares, 38 Saves



SELTZERLAND FESTIVAL NJ

1,142 Video Views, 51 Likes
13 Comments,
10 Saves

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!"

-Christine, Marketing Manager



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

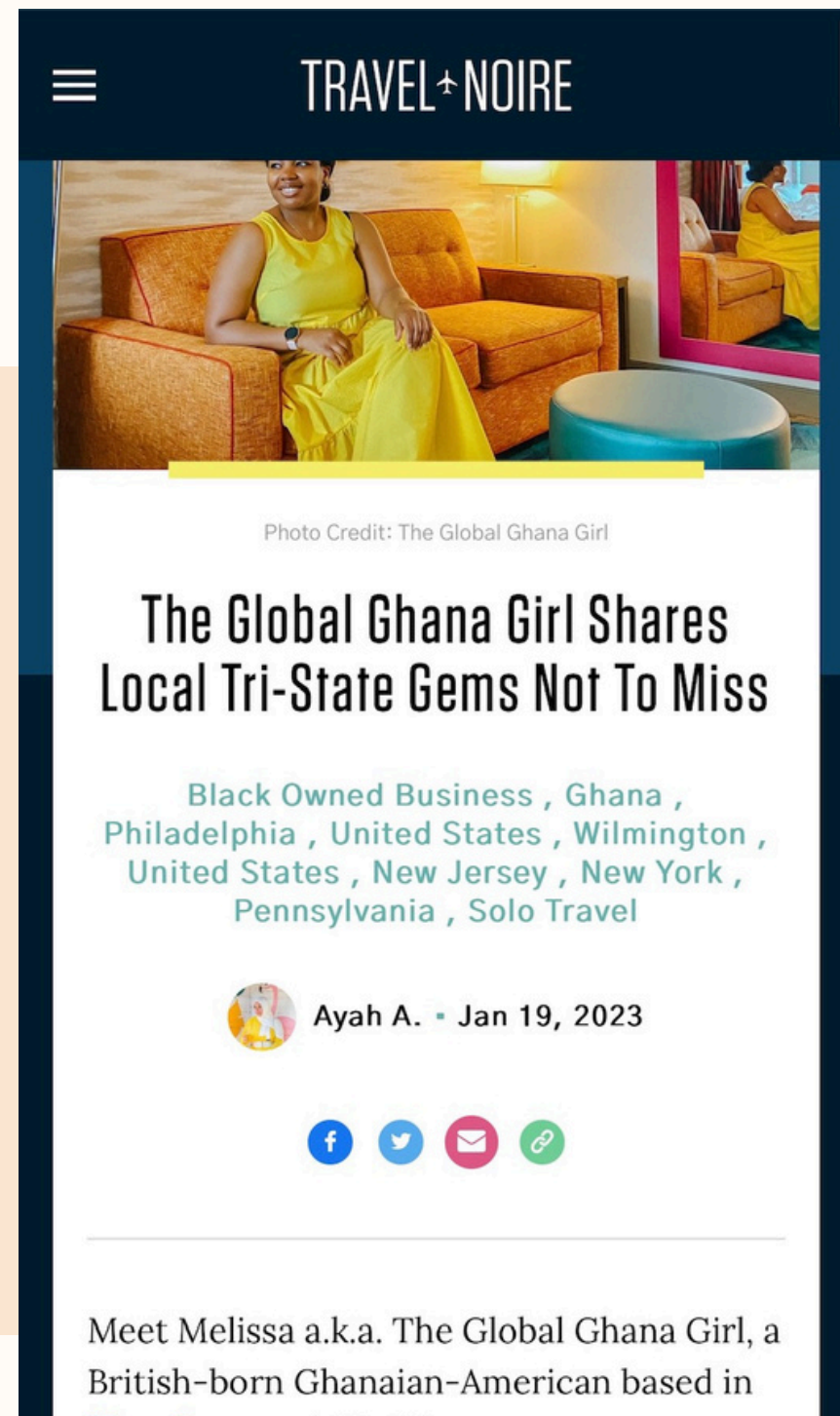


DISCOVER LANCASTER

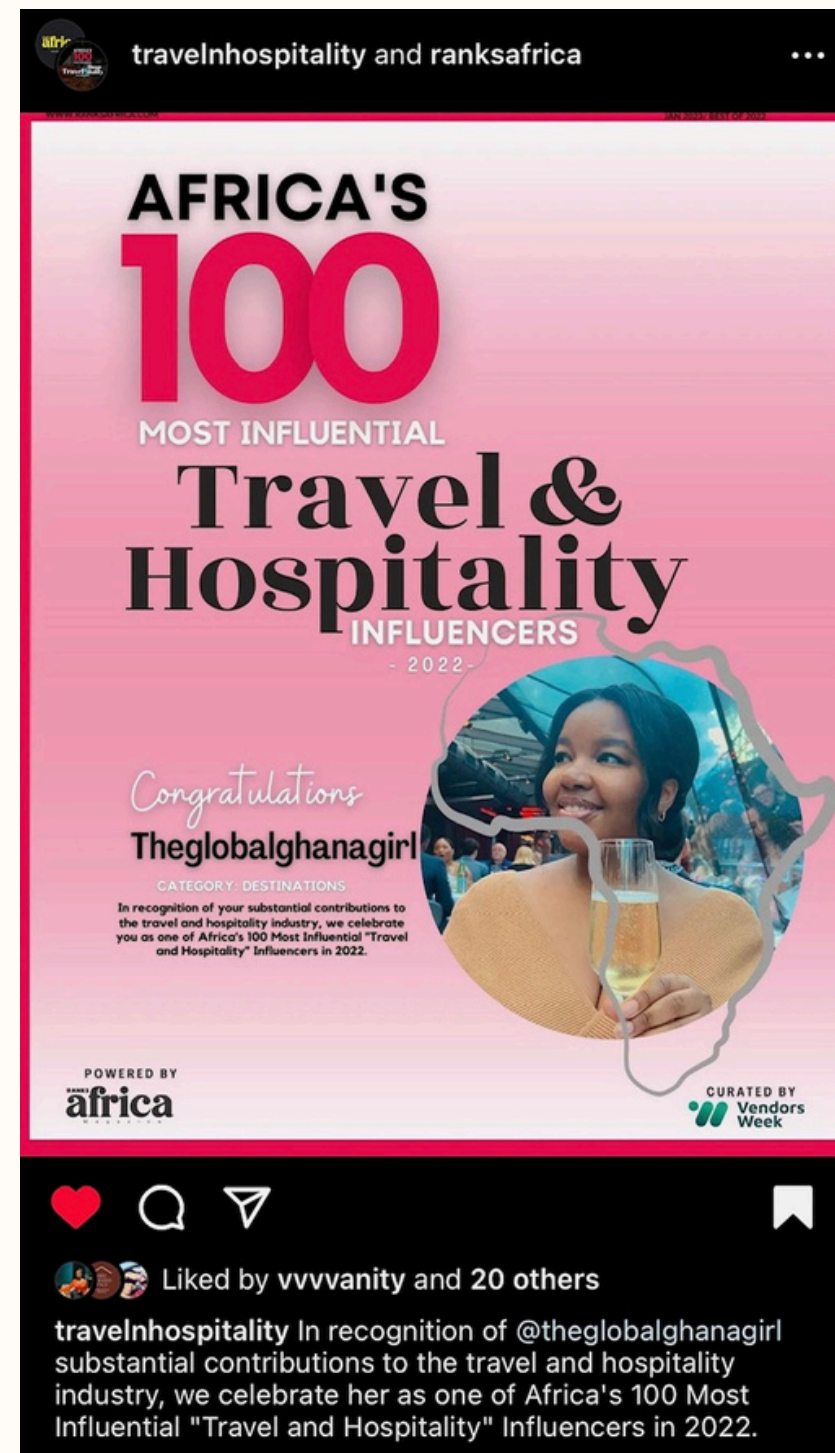
"Melissa was a pleasure to host, professional in manner, and her blog piece and social posts were fabulous!! I would recommend a collaboration with her to any destination."

-Joel C., Director of Communications & Advocacy

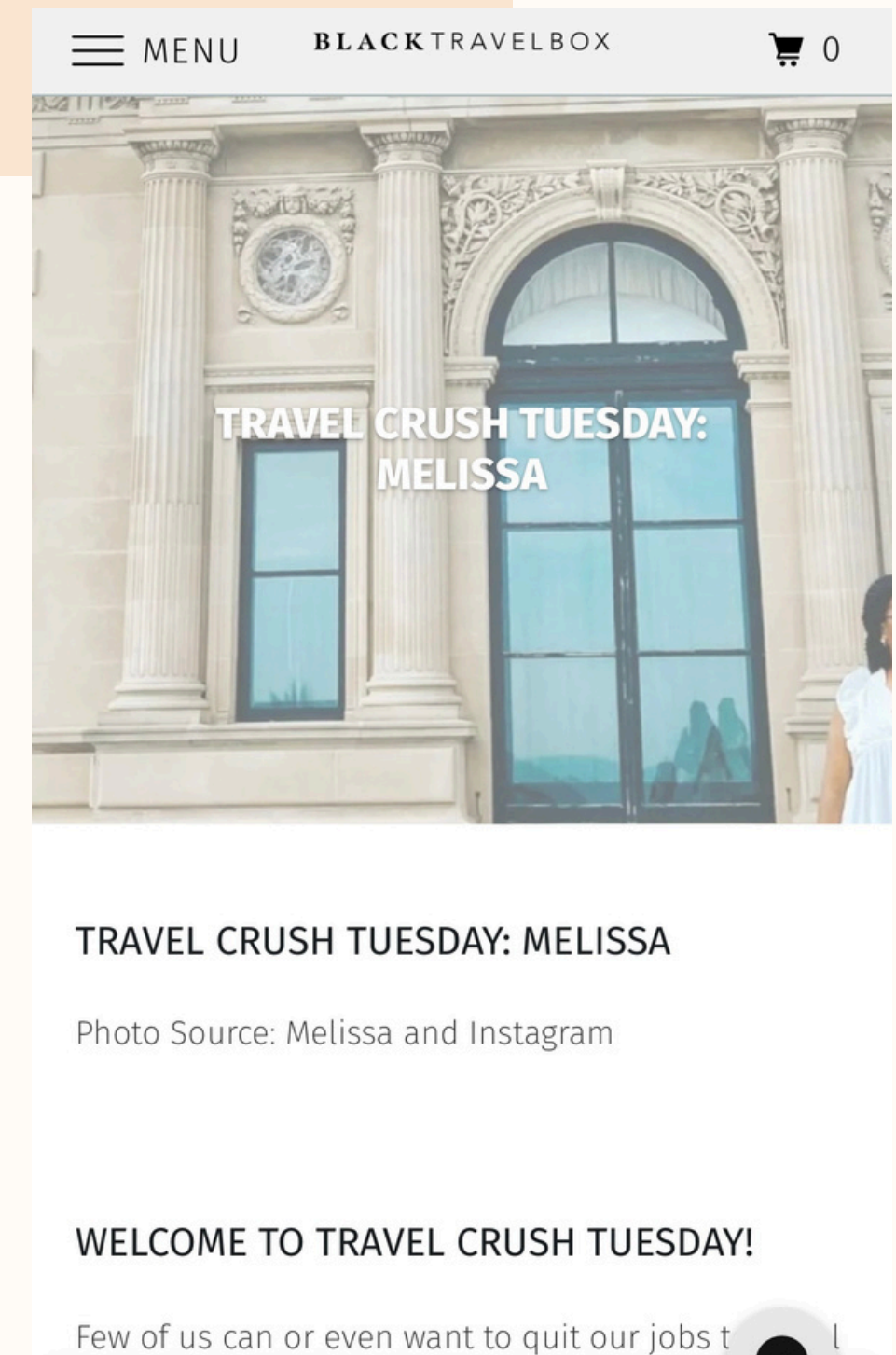
PRESS FEATURES & AWARDS



<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>

PRESS FEATURES & AWARDS




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The 12 Best Portable Chargers of 2024, According to Travel Experts

Our top pick is the Anker PowerCore 20 for its quick charging capabilities

By [Courtney Leiva](#)
Updated on May 15, 2024 10:04AM EDT

[f](#) [X](#) [p](#) [✉](#)



<https://people.com/best-portable-chargers-7106244>

Best Lightweight

Goal Zero Flip 12 Power Bank



It's also the charger travel and lifestyle blogger [Melissa Koffie](#) carries with her everywhere, whether she's on the road, at a concert, or in the air. "I love using this charger while traveling because it's super compact and can easily fit in my pocket or purse," she explains. "It has a USB output, which allows you to simply plug it into a wall charger or laptop USB port. And it fully charges in about three hours and has an LED battery indicator."

REDFIN | Blog



16 Winter Things to Do in Jersey City
redfin.com

16. Walk around some neighborhoods and admire street art

Melissa Koffie from [The Global Ghana Girl](#) travel blog, "One of my favorite things to do in Jersey City in the winter is to stroll through the mural district and various neighborhoods around the city to see the street art. As an art enthusiast, it's one of my favorite things to do whenever I visit - with a hot chocolate in hand, of course. There are 200 murals throughout the city and they're all so unique, vibrant, and beautiful. This artwork was created through the Jersey City Mural Arts Program, which is dedicated to empowering and transforming the city through art."

<https://www.redfin.com/blog/winter-things-to-do-in-jersey-city-nj/>

LET'S CONNECT

📍 South Jersey/Greater Philadelphia

🌐 www.theglobalghanagirl.com

📷 @theglobalghanagirl

✉️ theglobalghanagirl@gmail.com



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