



# THE GLOBAL GHANA GIRL

**Travel Writer | Photographer | Content Creator**

### 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 people to explore the world, from local hidden gems to bucket list destinations around the globe. Through travel tips and guides, lifestyle content, and foodie guides, this blog is a positive, uplifting space that helps busy 9 to 5-ers incorporate more travel and unique experiences into their lives.

Melissa is based in New Jersey/Greater Philadelphia. She is a corporate communications professional by day and in her spare time enjoys photography, music, and baking.

### SOCIAL MEDIA *@theglobalghanagirl*

 **4.2K+**  
*followers*

 **697**  
*followers*

 **55K+**  
*monthly impressions*

 **8.4K+**  
*monthly views*



*Get In Touch*

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

 [theglobalghanagirl@gmail.com](mailto:theglobalghanagirl@gmail.com)



## KEY STATISTICS

59K+

Monthly Instagram Impressions

2.67%

Average Instagram Engagement Rate

67K+

Monthly Website Impressions

## PARTNERSHIP OPPORTUNITIES

- Sponsored Posts
- Press Trips
- Giveaways
- UGC (User-generated content)
- Photography/Content Creation
- Click [HERE](#) to read more

Don't see what you're looking for? Please get in contact and I'll be happy to discuss any partnership ideas your company may have.

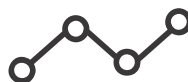
## AUDIENCE DEMOGRAPHICS

### Top Locations



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

### Age & Gender



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

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# PREVIOUS PARTNERSHIPS (CLICK ICONS TO VIEW)

**MAINE.**  
VISITMAINE.COM

**Wilmington and the Brandywine Valley**

**Hudson County New Jersey**

**Visit Norfolk**

**CHESTER COUNTY'S Brandywine Valley**  
In The Countryside of Philadelphia

**Visit HERSHEY & HARRISBURG**

**DISCOVER Lancaster**

**Discover LEHIGH VALLEY**

**VISIT HAMPTON VIRGINIA**

**element BY WESTIN**

**Graduate HOTELS**

**HOME2 SUITES BY HILTON**

**DOUBLE TREE by Hilton**

**HYATT CENTRIC**

**VISIT BUCKS COUNTY Pennsylvania**

**placemakr**

**THE CIRCUIT TRAILS**

**canopy by Hilton**

**Bally's ATLANTIC CITY**

**MOTTO by Hilton**

**DUCK DONUTS**  
WARM, DELICIOUS & MADE TO ORDER!

**PLAYA BOWLS**  
WELCOME TO PINEMPLEASUR

**macy's WINE SHOP**

**DAVE & BUSTER'S**

**choose: newjersey**

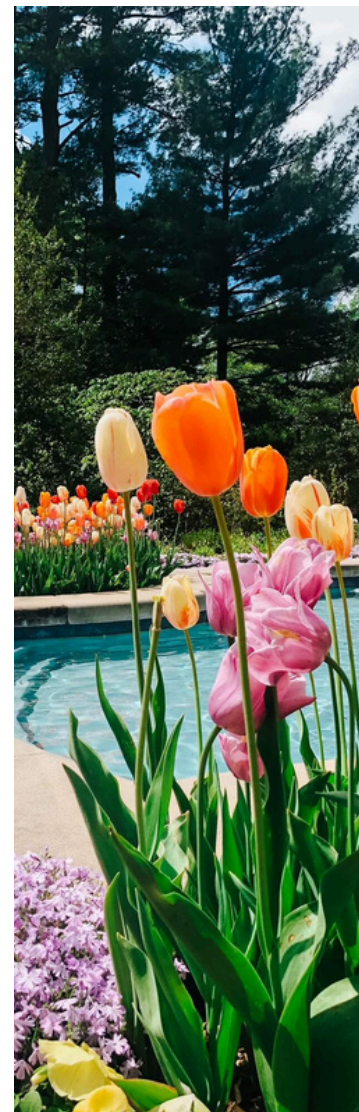
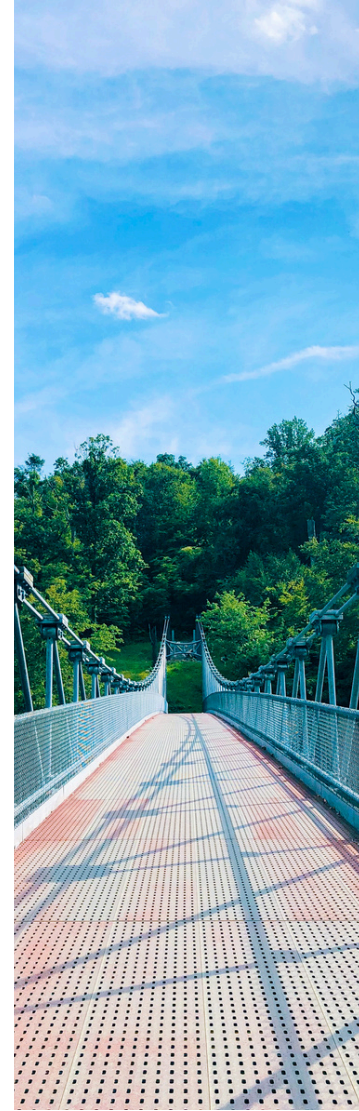
**Delaware River WATERFRONT**

**The Funplex**

**CENTER CITY DISTRICT**

**To health! NJHA**  
New Jersey Hospital Association

**Philadelphia Flower Show**  
PHS



# CLIENT TESTIMONIALS

## TESTIMONIALS

"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 J., Senior Marketing and Communications Manager  
Visit Bucks County, PA**

"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 B., Director of Marketing Content & Media Relations  
Visit Wilmington**

"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**

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

**- Cara S., Account Manager  
Choose New Jersey**

*Read more testimonials [\*\*HERE\*\*](#).*

