



# exploraddict

TRAVEL & MEZCAL BLOG

**MAXIME SENIOR**

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TikTok  
32K



Instagram  
20K

## ABOUT MAXIME

Maxime has completely changed her life over the last 2 years, and she's documenting it all on her social media channels. Having spent the last 10 years working as a digital marketing consultant in NYC, Maxime needed a change. In 2020 she sold all of her belongings and booked a one-way flight to Mexico. Since then, she's fallen in love with the country and is currently showing the beauty of Mexico through informative and engaging content. Her unique perspective and relatable story-telling about travel have garnered substantial views and an exponential follower growth rate. A recent TikTok video went viral with over 2.3 million views.

She is now traveling full-time as a digital nomad, compiling recommendations, creating guides for travelers, and sharing her favorite travel products. Now, as a travel advisor, she works with hundreds of her followers to plan trips to Mexico and across the globe, helping them select accommodation, restaurants, tours & activities, itineraries, and purchasing travel products.

## PARTNERSHIP

Maxime provides her audience with off-the-beaten-path recommendations and unique travel hacks. She avoids overly-tourist travel locations and is extremely conscience of the brands she partners with. She prefers to give exposure to ethical and sustainable travel brands and locally-owned businesses.

## FOLLOWER STATISTICS

50K+

Followers

2.5M

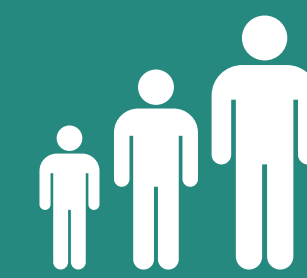
Videos Views (last 30 days)

100K

Average Video Views per  
TikTok



63% from U.S.  
22% from Mexico



45% are 25-34  
30% are 35-44



49% female  
51% male

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## WHAT MAKES MAXIME STANDOUT?

- Her **voice is real, raw, and authentic.** While her feeds look elegant and tidy, her story and video content are relatable and realistic. She doesn't strive to portray a perfect life of travel. Her goal is to show the beauty of solo travel while being realistic about its challenges. Because of this, she has a **genuine relationship with her followers.** She has proven to convert them. In just the last month or so, she's convinced 25+ followers to travel internationally to a location she's been promoting - bringing business to the hotel, restaurant, and tour companies she partners with. She's constantly sharing her favorite travel items, electronics, and gear with her audience.
- Her **content is strong.** She creates engaging videos full of information, paired with music and/or voiceovers, leading to an audience that is increasing exponentially. She's not just a "travel blogger", she **genuinely understands the travel and tourism industry.** In the past 10 years, she's focused on "slow travel" in order to deeply connect with a country, its people, and culture, allowing her to provide audiences with information they wouldn't typically get out of a travel blogger.
- Professionally, she's spent the last 10 years as a digital marketing consultant, most recently at Accenture, as a **social media and influencer marketing strategist.** Being well-versed in the influencer industry, along with her extensive travel expertise (having visited 40+ countries), will make for an easy and smooth collaboration with you!