

Media KIT

Annette Gaytan

Travel · Food · Lifestyle

ABOUT ME

I’m Annette, a bilingual Latina creator, wife, and mom from the Rio Grande Valley, Texas. Between our kids’ sports, family plans, and everyday life, I love finding things to look forward to and sharing them with others. Sometimes that’s a getaway, and sometimes it’s a new H-E-B find I couldn’t wait to try!

My content reflects my life: family adventures, trips with my husband, concerts, good food, beauty favorites, and my health and healing journey. My faith is at the center of who I am, and sharing my testimony is an important part of my story. I share the fun moments alongside the things I’m learning about caring for myself and enjoying life with the people I love.

Whether we’re exploring a new destination or trying a spot here in South Texas, I share like I would with a friend: what we loved, what surprised us, and what’s helpful to know. I want people to feel like they’re coming along with us and find something they’re excited to experience themselves.



TRAVEL

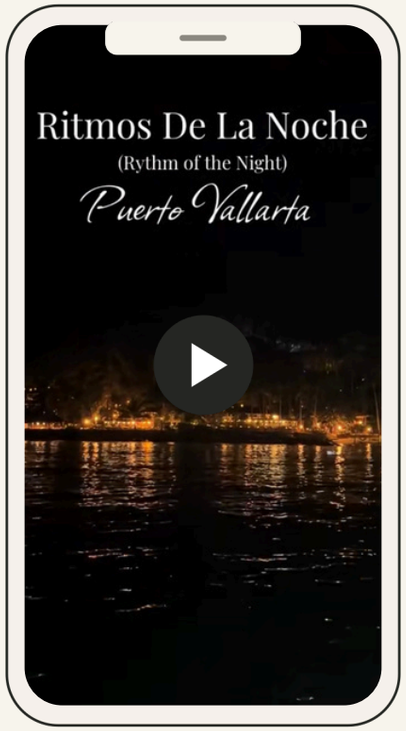






First Time in Oahu

Destination highlights



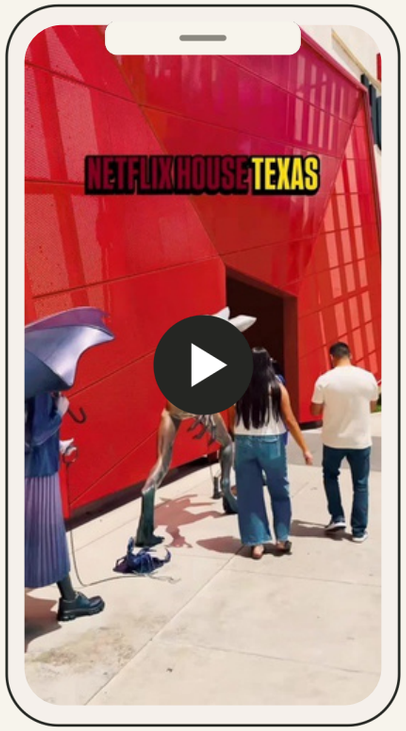
Ritmos de la Noche

Ferry ride, Dinner and show experience



Kualoa Ranch

Tours & attractions



Netflix House Texas

Entertainment experiences



Puerto Vallarta

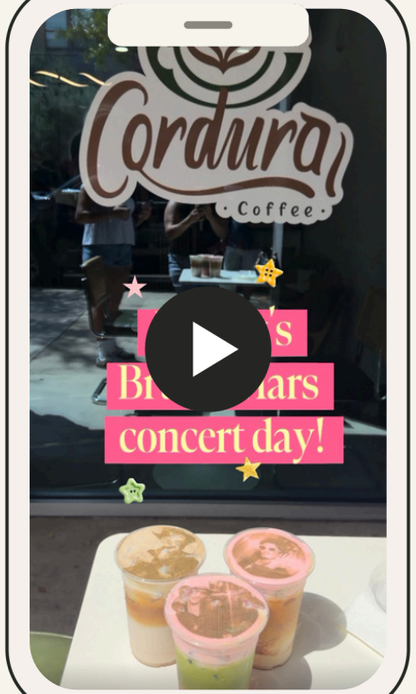
Whale watching & snorkeling



Tap a phone to watch.



FOOD



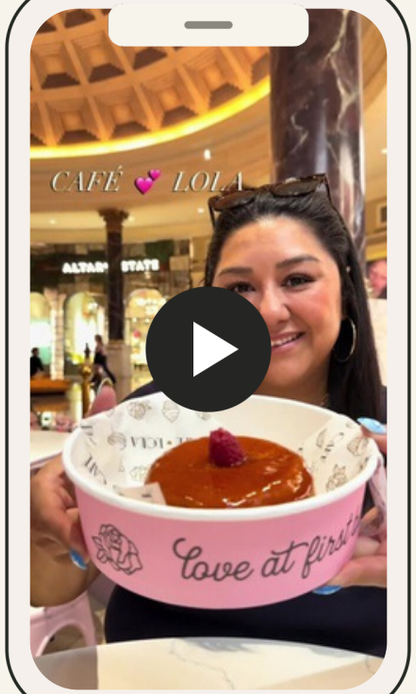
Cordura San Antonio

Personalized latte art



Flaming Bird by H-E-B

Restaurant feature



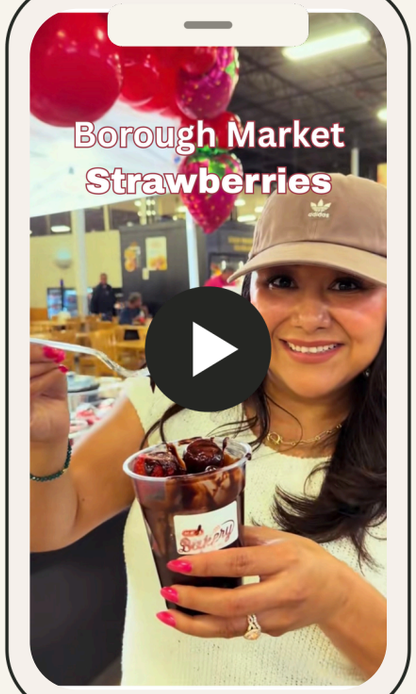
Café Lola Las Vegas

Café & dessert feature



Secret Pop Star Refresher

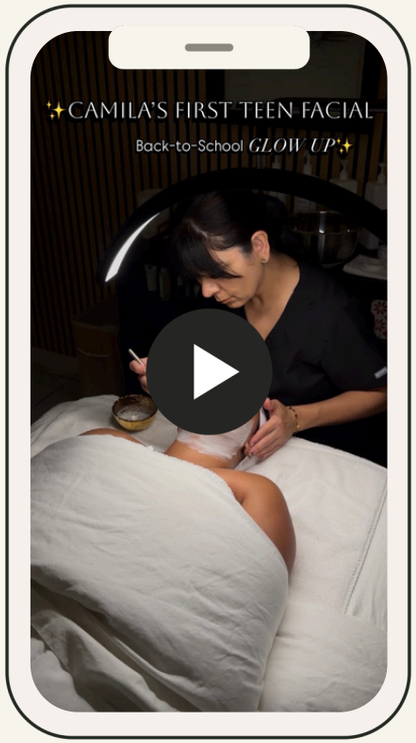
Starbucks drink review



Borough London Strawberries

H-E-B sweet treat review

LIFESTYLE



SkinLab Aesthetics

Teen facial experience



Morgan Wallen in Vegas

Concert experience



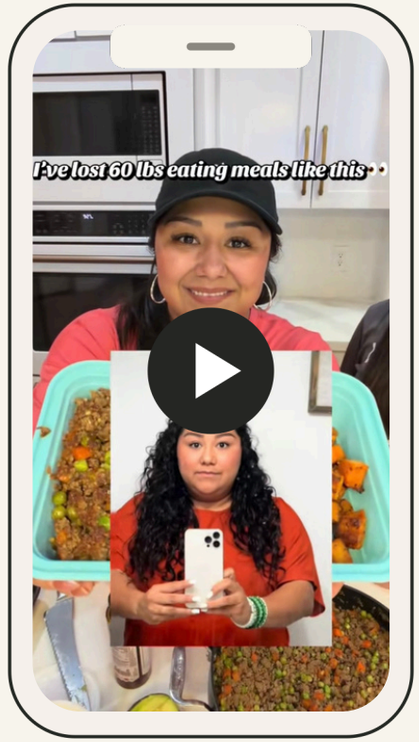
Cow Appreciation Day

Family fun and local events



The Good News Market

San Antonio market

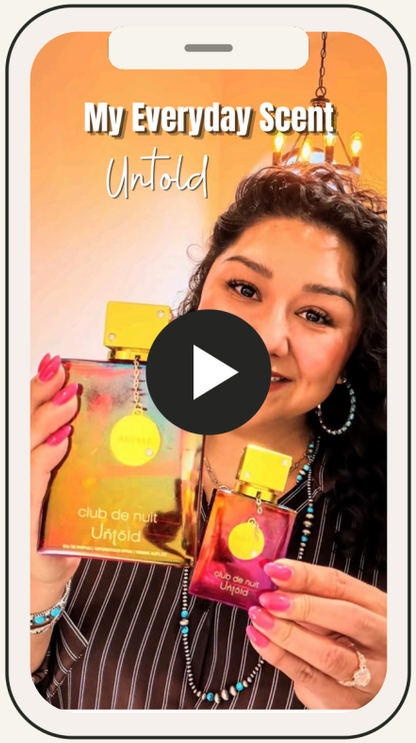


My Health & Healing Journey

Personal testimony and faith

UGC PORTFOLIO

Authentic product videos featuring my everyday routines, honest reviews, and personality.



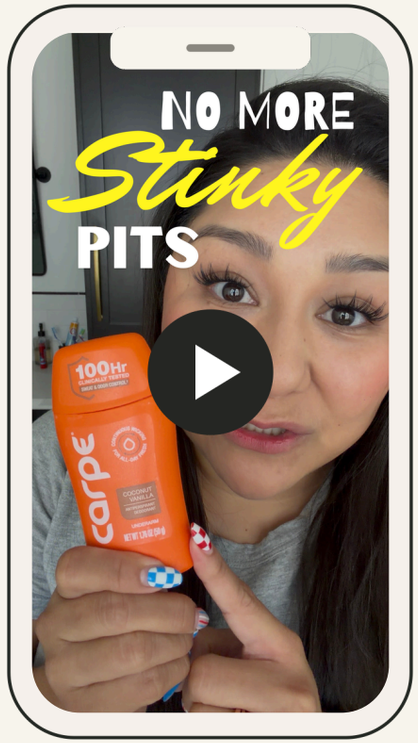
My Everyday Scent

Club De Nuit Untold Fragrance



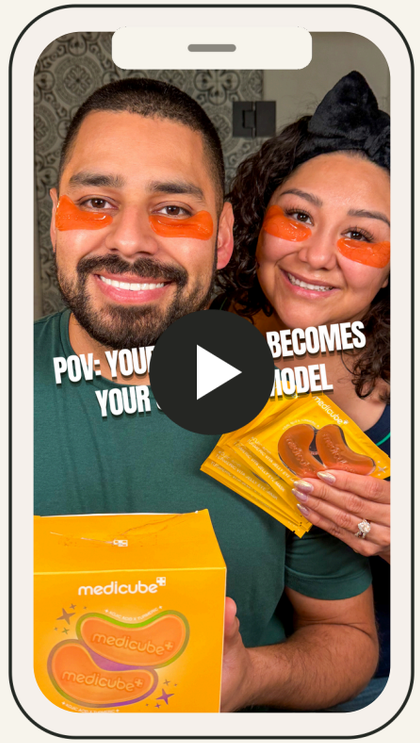
World Cup Ready

Fazit Glitter Freckles



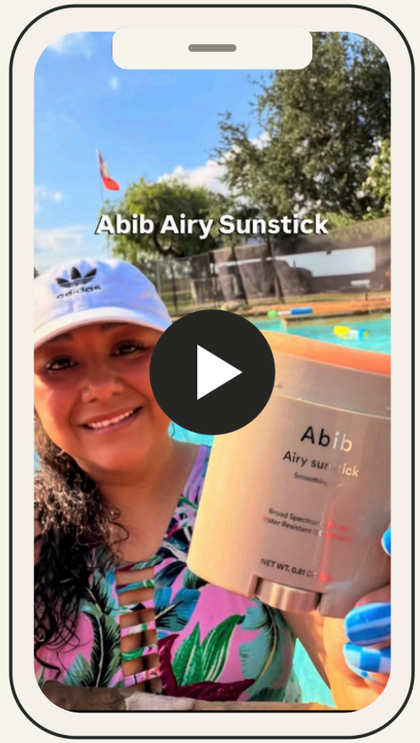
My Deoderant Routine

Carpe deoderant



Skincare w/ My Husband

Medicube Jelly Eye Mask



Sun Protection on the Go

Abib Airy Sunstick



Mostly women. StrongU.S.audiences. Different stages of life.

TikTok

2,832

followers

195.6K post views

465 net new followers

72% women

75.9% United States

59.3% ages 35-54

Instagram

1,354

followers

3,784 interactions

120 net new followers

76.2% women

90.9% United States

75.9% ages 25-54

Facebook

~3.7K

followers

291,536 views

1,961 follows in period

84% women

88.5% United States

64.2% ages 55+

Instagram’s dashboard shows 445,203 views including Facebook views, so the platform totals are not added together. Instagram viewers: 22,521. Facebook viewers: approximately 153K.

Creator-provided analytics: TikTok Sep 5-Oct 2, 2026 (28 days); Instagram Sep 3-Oct 2, 2026 (30 days); Facebook 28-day dashboard ending around Oct 2, 2026. Follower totals are profile snapshots. Facebook follows are not net growth.

Let’s Work Together

Travel & hotel stays

Roomtours,amenities,destination highlights, and practical tips that help viewers picture the experience.

Food, attractions & events

Restaurantfeatures,localfinds,tours,and memorable outings shared through my own point of view.

Content for your brand

Short-formvideosandphotosforyour channels. English or Spanish content, with couples and family participation available.

Hosted experiences + agreed content

Deliverables, timing, posting, and usage are tailored to each collaboration.



Let's Connect

Have a place or experience you'd love me
to share? I'd love to hear what you have in mind.

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@annette.gaytan.5

Based in Harlingen, Texas
English + Spanish
Travel, couples & family opportunities