

Jordan Norman

TRAVEL & YOGA INFLUENCER
CONTENT CREATOR

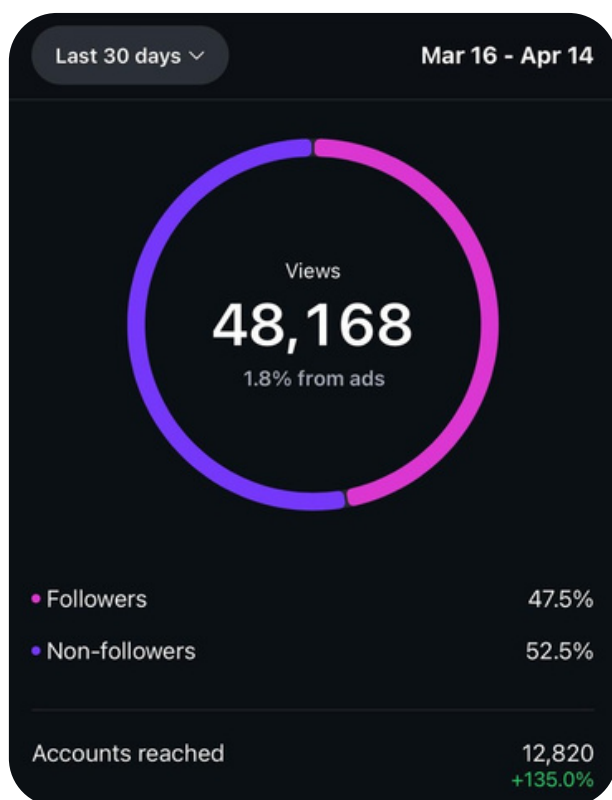
ABOUT ME

A 30 year old woman who left her corporate job to teach yoga, host retreats + travel full time!

Relatable content on travel, wellness, relatable trends, & more.



4,200+ FOLLOWERS	55% WOMAN	48,000+ MONTHLY REACH	1,500+ MONTHLY ENGAGEMENTS
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GET IN TOUCH

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jordan@ivywildwellness.com

Open for content creation for paid & trade experiences

Why use an Influencer for Marketing?



1. Wider Reach and Audience Engagement

Influencers typically have a dedicated and engaged following, which means they can help you reach a broader audience. Their followers trust their recommendations, leading to a higher likelihood of potential customers becoming interested in your Airbnb.

2. Authenticity and Credibility

Influencers are often seen as trusted figures within their niches. When they share their experiences at your Airbnb, it feels more like an authentic recommendation than a traditional advertisement, which can make it more compelling for their followers to book.



3. Targeted Marketing

Influencers cater to specific audiences, whether they're travel enthusiasts, adventure seekers, luxury travelers, or eco-tourism fans. Partnering with the right influencer ensures your tourism product is targeted at the people most likely to be interested in it, improving the chances of conversions.



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Affiliate Marketing

Affiliate marketing is one of my favorite ways to support brands I genuinely believe in while offering valuable resources to my community. By sharing products and services I personally use and trust, I'm able to create organic, high-converting content that feels authentic—not salesy.

A great example of this is my partnership with Evvy, a women's health company focused on vaginal microbiome testing and education. Over just five months, I helped generate over \$10,000 in sales through thoughtful content, honest reviews, and aligned messaging that resonated deeply with my audience.

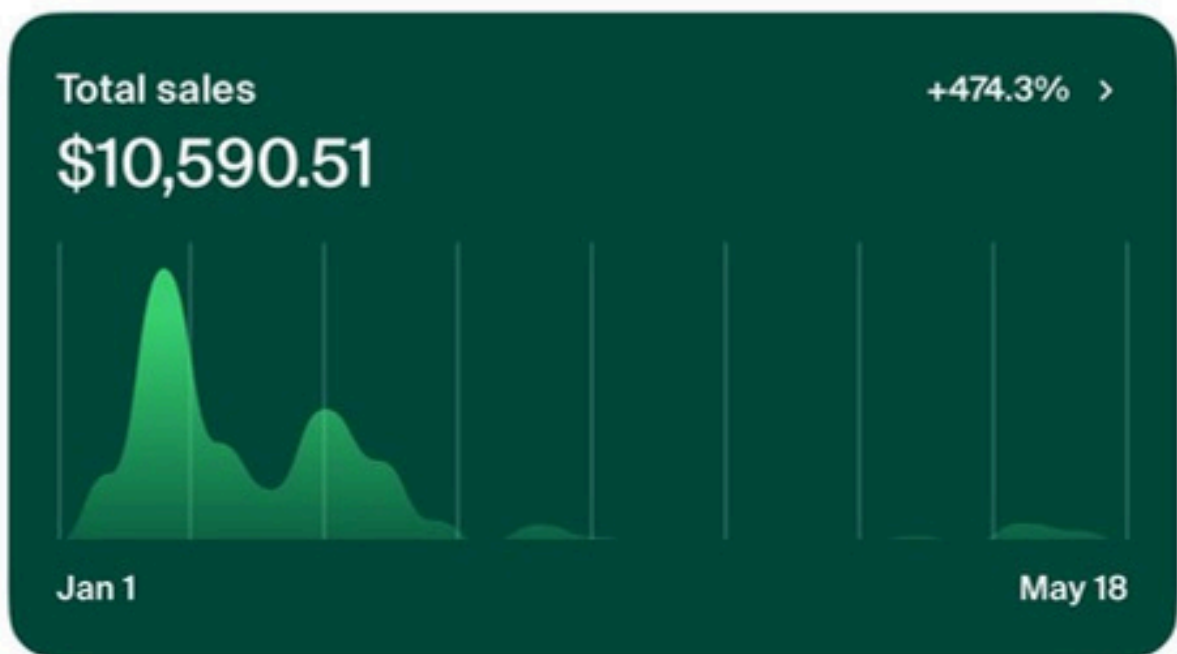
If you're a mission-driven brand looking to expand your reach through affiliate marketing, I'd love to explore how we can work together in a way that feels natural, impactful, and true to your values.

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Affiliate Marketing



Your top sellers >

	Evvy Vaginal Health Test + Expan... Evvy	27 sold
	Evvy Vaginal Health Test Evvy	23 sold
	Evvy Expanded PCR Panel Evvy	7 sold

Your top links >

	IVYWILD10 Discount code	59 orders
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Professional Content Photography

I also offer content photography services in conjunction or independent to influencer marketing. Travel photography is outlined below:

Offer:

- A complimentary stay at your Airbnb or VRBO

In exchange:

- I will provide a collection of professionally edited photos of your property, highlighting its best features and unique selling points.
- A simple contract for you to license these photos, providing you the rights to use them across your marketing platforms as you choose

Benefits for You:

- High-Quality Visual Content: Professionally shot and edited photos perfect for your website, social media, Airbnb profile and marketing emails.
- Increased Bookings: Eye-catching visuals that can significantly boost your online presence and appeal, driving more bookings.
- Cost-Effective Solution: Make use of an empty room while gaining top-notch marketing content without the need for a hefty upfront payment.
- Flexible Licensing: Obtain rights to use the photos with a straightforward licensing agreement, ensuring full control and usage rights.
- Licensing Agreement: All rights to photos for a lifetime

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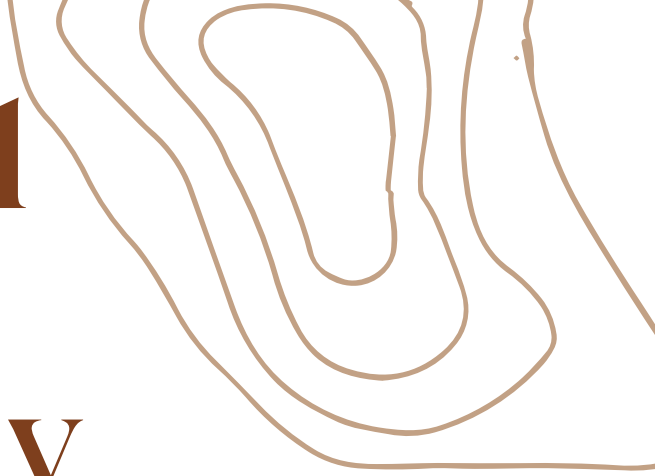


Professional Content Photography Portfolio



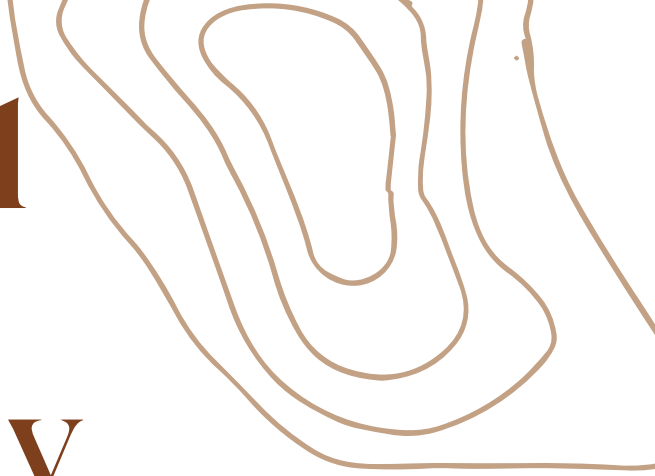
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Professional Content Photography Portfolio



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Let's Create Something Meaningful Together



If you're a brand that values authenticity, intentional living, and storytelling that truly connects—let's talk. Whether you're looking for high-quality UGC, creative content that speaks to a conscious audience, or a trusted affiliate partner who delivers real results, I bring heart, strategy, and proven impact to every collaboration.

With over 120,000 monthly visitors across my platforms and a track record of performance-driven partnerships—like generating \$10,000+ in affiliate sales with Evvy—I'm here to help you reach your people in a way that feels aligned and effective.



Ready to bring your brand to life in a whole new way?

Reach out:

jordan@ivywildwellness.com

Or DM me on Instagram

[@adventuresofjordannorman](https://www.instagram.com/adventuresofjordannorman)

I can't wait to co-create something powerful with you.



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