



# Ana Aponte

## Content Strategist & Creator

*Educational, trust-driven content for beauty, hair, and lifestyle brands.*

I create educational, results-focused content that helps audiences make informed decisions while helping brands turn content into long-term visibility, not one-off posts.

Through my blog and social platforms, I combine storytelling, SEO, and platform-specific strategy to create content that performs beyond the initial publish date.

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## Audience Snapshot

- Women 25–44
- Curly hair beginners & texture-care learners
- Busy moms and postpartum women
- Beauty, wellness, and lifestyle decision-makers

## Experience & Partnerships

- Influencer campaigns
- Ongoing affiliate partnerships
- Direct brand collaborations
- Platform-based client work (Upwork)

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## Content & Collaboration Options

- Sponsored blog content
- SEO-optimized product reviews
- Pinterest content (static + idea pins)
- Short-form educational video
- Affiliate placements & long-term partnerships

*Rates available upon request. Custom packages welcome.*

## Platforms & Reach

### **Pinterest**

- Monthly impressions: 24k
- Monthly outbound clicks: 30/mo
- Primary traffic driver to blog content

### **Blog**

- SEO-optimized educational articles
- Long-tail content with ongoing search and Pinterest traffic

*Primary traffic is driven by Pinterest and search.*

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## Tools & Systems

*Content planned and executed using WordPress, Canva, Ahrefs, FluentCRM, and Trello.*

## Inquiries

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