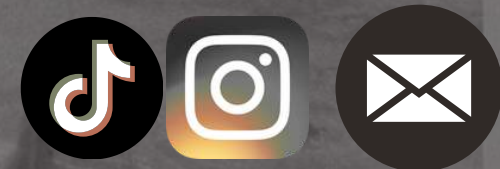


# FOUND BY EMILY



THE PLACES WORTH  
KNOWING + THE  
DETAILS THAT MAKE  
THEM WORTH GOING.



# MEET EMILY

*the creator behind Found by Emily*



FOUND BY EMILY IS BUILT AROUND ONE QUESTION, *IS IT WORTH DISCOVERING?*

I CREATE THE KIND OF CONTENT I LOOK FOR WHEN PLANNING MY OWN TRIPS, DINNERS OR PURCHASES: BEAUTIFUL ENOUGH TO INSPIRE, BUT SPECIFIC ENOUGH TO MAKE A DECISION.

I GO BEYOND THE OBVIOUS SHOT TO FIND THE DETAILS AND STORIES THAT MAKE SOMETHING WORTH CHOOSING – THEN TURN THEM INTO CONTENT PEOPLE SAVE, SHARE + COME BACK TO.

**97.6%**

IG NON-FOLLOWER  
VIEWS • 90 DAYS

**303.8K**

INSTAGRAM VIEWS  
• 90 DAYS

**683K**

NEW TIKTOK  
VIEWERS • 365 DAYS

TIKTOK 2,618 FOLLOWERS • SEP 24, 2026  
INSTAGRAM 603 FOLLOWERS • SEP 24, 2026



# CONTENT THAT DRIVES DISCOVERY



## 01 – HOTEL DISCOVERY

*Hermann Bungalows at L'Horizon*

55K VIEWS IN 60 DAYS

STILL ~1,800 VIEWS/WEEK

AT 3 MONTHS



## 02 – LOCAL DISCOVERY

*Bucks County Coffee Guide*

116K + CROSS-PLATFORM VIEWS

1.7K COMBINED SAVES

949 INSTAGRAM SHARES



## 03 – EXPERIENCE DISCOVERY

*Cairnwood Estate*

6.6K+ VIEWS ON TIKTOK

198 SAVES

~3% SAVE RATE

BUILT TO BE SAVED, SHARED + DISCOVERED AGAIN.



# STORIES WORTH SHARING

TALKING-HEAD RECOMMENDATIONS,  
VOICEOVERS, AESTHETIC STORYTELLING  
+ BRAND-FOCUSED CONTENT



# LET'S WORK *together!*

## AUDIENCE

*An adult, US based audience actively looking for places worth their time and money.*

## PARTNERSHIP FIT

HOTELS + RESORTS  
TOURISM + DESTINATIONS  
TRAVEL + LIFESTYLE BRANDS  
RESTAURANTS + DINING  
EXPERIENCES + ATTRACTIONS  
UGC / BRAND-OWNED CONTENT

INSTAGRAM

**97.6%**

NON-FOLLOWERS • 90D

**303.8K**

VIEWS • 90 DAYS

**115.2K**

VIEWERS • 90 DAYS

TIKTOK

**71-75%**

FEMALE AUDIENCE

**~58%**

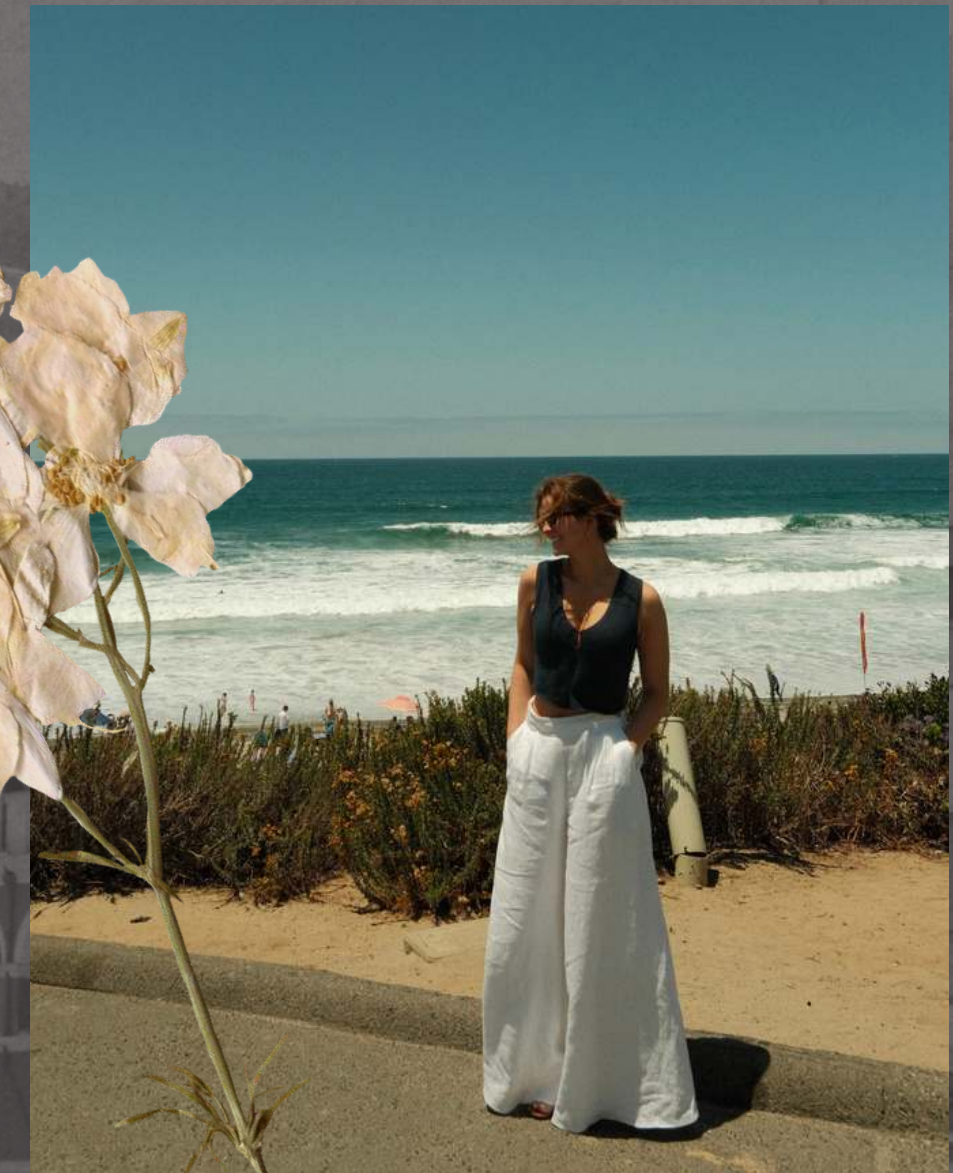
AGES 25-44

**97.8%**

US BASED VIEWERS



# LET'S CREATE SOMETHING WORTH DISCOVERING!



EMILY WILLIAMSON

FOUNDER + CREATOR, FOUNDBY EMILY  
TRAVEL • HOSPITALITY • LOCAL DISCOVERY

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