

Sara Ann Straw

UGC Creator · Travel, Home, Lifestyle & Pets. Natural, relatable content that feels like a friend's recommendation — backed by nearly 20 years of professional marketing experience. Real home, three dogs, one very loud parrot, and a travel audience that actually books the trip.

Audience at a glance

~223K

TOTAL OWNED REACH

18.9K

TIKTOK
@LIFEWITHSARAANN

9.5K

INSTAGRAM
@LIFEWITHSARAANN

60K

BLOG VISITORS
SOLOTRAVELWOMAN.COM

134.8K

PODCAST LISTENERS
SPOTIFY

Channels

TikTok — @lifewithsaraann

Everyday life, home, travel and lifestyle content. Hook-led vertical video with strong retention.

TikTok — @pickle.n.bros

Dedicated pet account: a real multi-pet home with three dogs and a Double Yellow-Headed Amazon parrot.

Instagram — @lifewithsaraann

Reels, stories and carousels; strongest for lifestyle, home and behind-the-scenes storytelling.

Owned web & audio

solotravelwoman.com (60K visitors) · The Solo Travel Woman Podcast (134.8K listeners) · saraannstraw.com.

Who I reach

Women 25–54 planning solo and small-group travel; pet owners in multi-pet households; home and lifestyle buyers building a comfortable, lived-in space. Currently sharing an honest family-building journey through IUI — an audience that leans in for real life, not a highlight reel.

CONTENT PILLARS & NICHE S

Travel

Solo and road-trip travel, stays, gear and destination storytelling — supported by a 60K-visitor blog and a 134.8K-listener podcast.

Pets

Food & treats, toys, enrichment, grooming, cleaning, pet tech, travel with pets and everyday essentials across three dogs and a parrot.

Home

Cozy, lived-in home content: organization, seasonal decor, cleaning and the products that hold up in a busy house.

Lifestyle & family

Everyday routines, wellness and an open family-building journey through IUI.

Pet content categories

Travel

Grooming

Toys

Enrichment

Pet tech

Food & treats

Cleaning & odor

Home products

Everyday essentials

Performance KPIs I optimize for

3-second hook rate

Scroll-stopping open in every cut

Watch time / completion

Story arc built for full-view

Saves & shares

Utility-first, recommendation tone

Click-through to brand

Explicit, natural CTA placement

Paid-ad performance

Multiple hook variants per concept

Turnaround

7–10 days standard, rush available

Why brands book me

- ✓ Nearly 20 years of professional marketing experience — global conferences, executive forums and field marketing programs.
- ✓ Content that feels authentic while carrying a real hook, product benefit and call-to-action.
- ✓ A genuine multi-pet, multi-need household — hard to replicate, easy to believe.
- ✓ Owned distribution: blog, podcast and two websites in addition to social.

CASE STUDY HIGHLIGHTS

Multi-pet product demo — @pickle.n.bros

Challenge: show a product working for very different pets in one household. **Approach:** a single-take routine featuring all three dogs plus the parrot, with the benefit stated in the first three seconds. **Result:** the account's strongest saves-and-shares format, and the version brands repurpose most for paid.

Travel gear storytelling — @lifewithsaraann + blog

Challenge: reach women actively planning a solo trip. **Approach:** vertical video paired with a long-form guide on solotravelwoman.com and a podcast mention. **Result:** one concept distributed across social, a 60K-visitor blog and a 134.8K-listener show — well beyond a single post.

Home & lifestyle series

Challenge: make an everyday household product feel worth talking about. **Approach:** a three-video bundle with three distinct hooks — problem, routine and result. **Result:** the most-booked package format, giving brands hook variants to test in paid.

Detailed, per-campaign metrics available on request.

Packages

Single video

from \$300

One vertical UGC video, concept to final cut. 1 hook variation, raw + edited files, captions, 30-day organic usage.

Content bundle

from \$800 · most booked

Three videos, three angles, 2 hook variations each, raw + edited files, 90-day organic + paid usage.

Monthly retainer

from \$1,800/mo

Six videos per month, photo stills, priority turnaround, 12-month whitelisting option.

Add-ons & distribution

Photo set (10 edited stills)	from \$250
Extra hook variation	\$75
Post to my TikTok (18.9K)	from \$300
Post to my Instagram (9.5K)	from \$250
Blog feature — solotravelwoman.com (60K/mo)	from \$600
Podcast mention — 134.8K listeners	from \$500
Paid ad usage (90 days)	+30% of package
Whitelisting / Spark Ads	from \$200/mo
Rush 48-hour delivery	+\$150

Every package covers concept, filming, editing, captions and delivery. Products are gifted in addition to the rate. Travel or on-location shoots quoted individually.

Let's work together

Email info@saraannstraw.com or book a 20-minute discovery call at calendly.com/saraannstraw/20min
tiktok.com/@lifewithsaraann · tiktok.com/@pickle.n.bros · instagram.com/lifewithsaraann · solotravelwoman.com · saraannstraw.com