



KATIE
ZARRILLI

MEDIA KIT

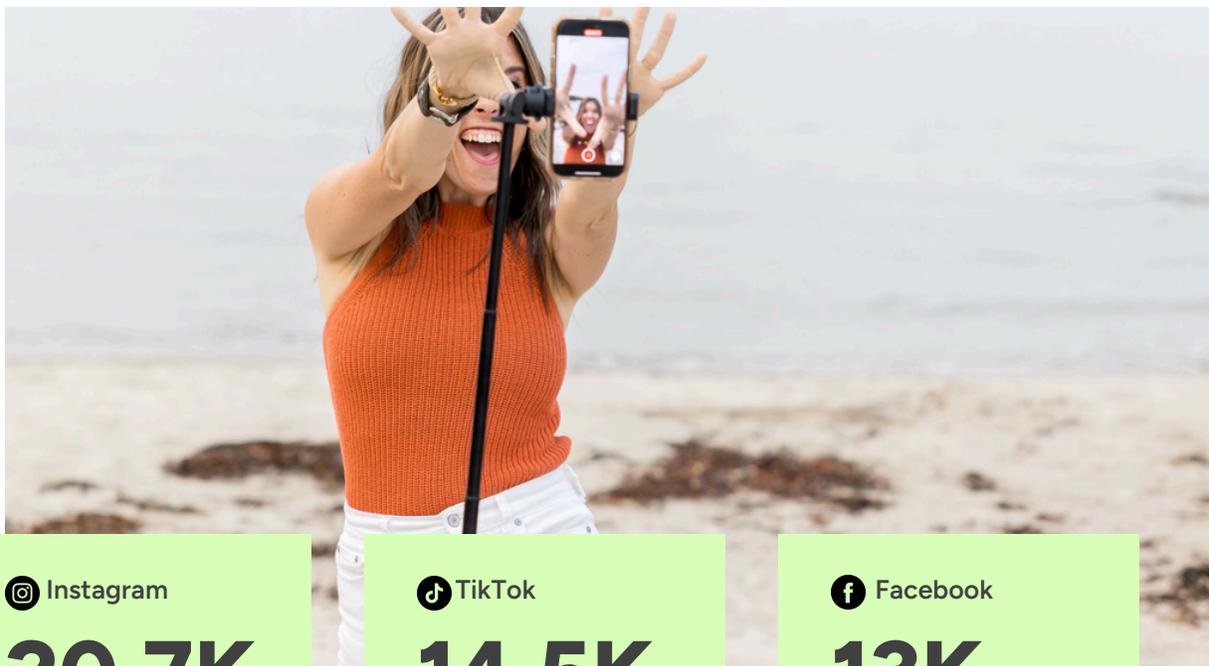
Hi, I'm Katie!

CRAFTING STORIES THAT DELIVER

My love for stories started when I was a little girl. Each night before I went to bed, I'd say the same four words to my dad, "tell me a story."

What I thought was entertainment would become my greatest passion and the work I'd build my life around. For the first seven years of my career, I worked as a television news reporter. After taking a broadcast journalism job out of state for the next five years, I learned that the place I most wanted to tell stories was my home sweet home. Shifting to social media has allowed me to be even more authentic in my approach and has provided an avenue for genuine connection for Mainers everywhere.

My mission is to create a space where Mainers don't just learn about where they live, they grow in their love for where they live.



 Instagram

20.7K

Followers

Monthly page
views: 910,000

 TikTok

14.5K

Followers

Monthly page
views: 111,000

 Facebook

13K

Subscribers

Monthly page
views: 545,000



WORKING WITH ME

From the moment you begin working with me, you'll feel my enthusiasm for your product or service. Through carefully captured b-roll, thorough interview(s), and my experienced on-camera presence, you'll have an edited social media video that feels like a news feature. You'll also get a well-written caption that encourages engagement. All of this will be shared with an audience that pays attention to all things Pine Tree State.

I'm excited that you're here and I'd love to explore how we might work together. I'm ready when you are!

SELECT CLIENTS



Client Testimonials



"Katie creates engaging, authentic stories that connect with our audience and elevate our brand"

Taylor Auclair
Amtrak Downeaster



"I plan on using [Katie's] talent for many years to come. It's truly been a wonderful pleasure. She is the quintessential Mainah!"

Daniel Finnemore
President of Box of Maine

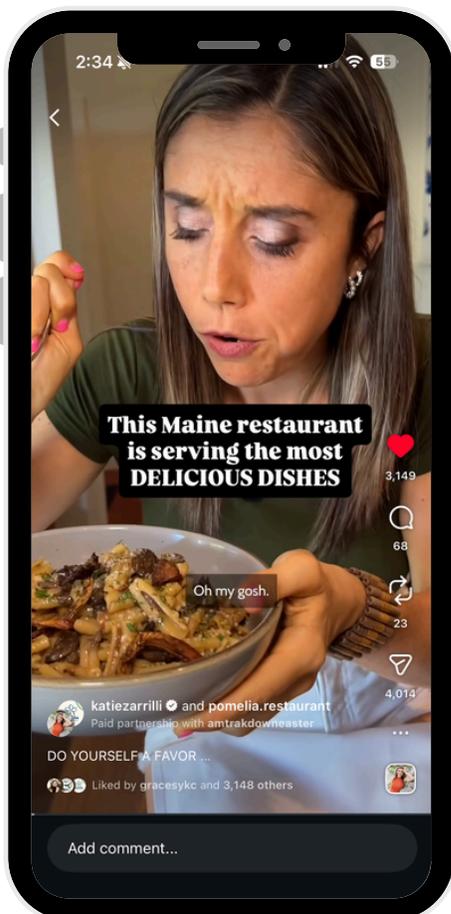
Case Study



POMELIA SICILIAN EATERY

Pomelia Sicilian Eatery is a new restaurant in Brunswick. They're located in a space that had previously been occupied by a different, beloved restaurant in the area. They wanted exposure and to create brand awareness in their region and beyond.

I created a highly-engaging reel that featured me on camera trying and loving many of their different dishes. The reel also featured owner Tony and other shots of the restaurant to allow people to get to know their space and their story.



KEY METRICS

1.4K
SAVES

106K
TOTAL VIEWS

4,014
SHARES

82,663
ACCOUNTS REACHED

IMPACT DELIVERED

Pomelia's Instagram following grew by almost 1K followers in one month

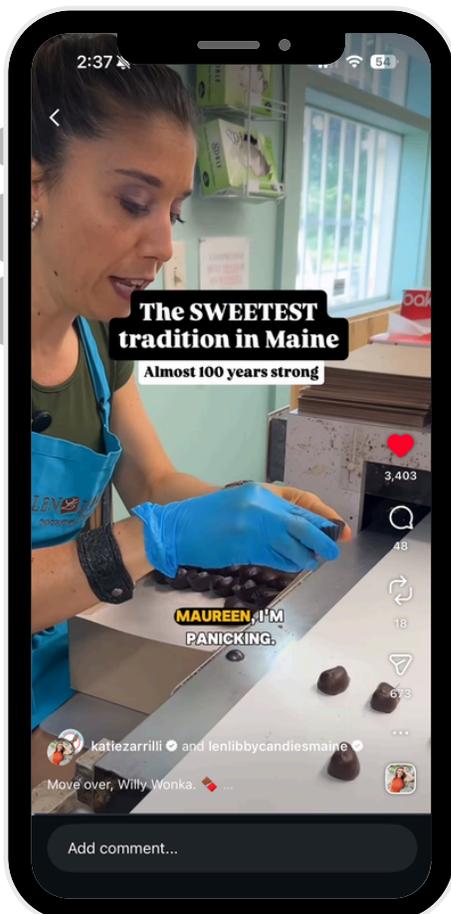
Case Study

LEN LIBBY
FINE CANDIES OF MAINE

LEN LIBBY CANDIES

Len Libby Candies is a well-known brand in Maine but part of their issue is they're too busy making candy to worry about their social media presence. They wanted to work with me to get more audience engagement and as a result, grow their following and bring more folks in the door.

I created a jam-packed reel featuring multiple members of their crew teaching me to make chocolates as well as an interview with owner John DeGrinney. I also shot a ton of b-roll that went into the reel to get folks excited and craving their many products. I posted at an opportune time when my audience was active and replied to comments as they came in.



KEY METRICS

375

SAVES

187K

TOTAL VIEWS

672

SHARES

166,593

ACCOUNTS REACHED

IMPACT DELIVERED

Len Libby's Instagram grew by several hundred followers

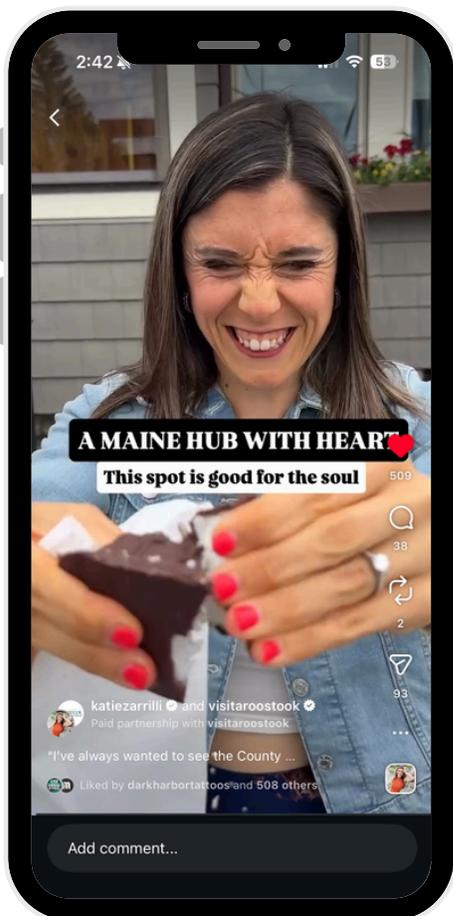
Case Study



VISIT AROOSTOOK

Aroostook County can be extremely forgotten about - as its so far north and far more rural than other parts of Maine. Its economy relies heavily on tourism - so Visit Aroostook wanted to encourage folks everywhere to visit the area and support its local businesses.

I created a plan to release three different reels featuring different parts of the area throughout the course of three different seasons. Each reel captured a “Saturday” spent in the regions - visiting restaurants, doing activities, sharing area events, etc. We released them over the span of 6 months.



KEY METRICS

106K, 67K, 41K
VIEWS ON FACEBOOK

16.1K, 12.9K, 10.4K
VIEWS ON INSTAGRAM

20.7K, 11.2K, 7K
VIEWS ON TIKTOK

IMPACT DELIVERED

Average engagement doubled for Visit Aroostook. 27K accounts reached on instagram.

Together

WHAT'S MY AUDIENCE REALLY LIKE?

I have a Maine-based following that spans the northernmost part of the state all the way down to the Kittery line and beyond. They love to learn about where they live, and laugh about it a little, too! They seek both stories and a space to connect with other Mainers.

My overall audience is 70% female with the majority being between the ages of 35-44.



AUDIENCE DEMOGRAPHICS

7.6k

AVERAGE MONTHLY VISITOR
COUNT ON INSTAGRAM

71% / 29%

PERCENTAGE FEMALE / MALE

[35-44]

[45-54]

[25-34]

MOST COMMON AGE BRACKETS



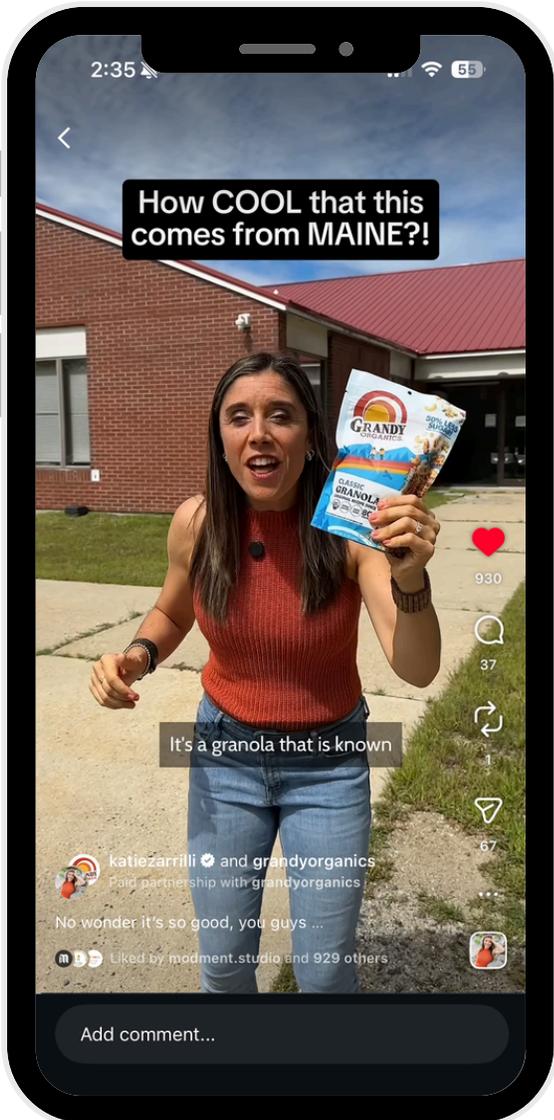
MORE STATISTICS

Top audience interests

Lifestyle, Local Humor, Food, Things To Do

Client industries I've worked with

Food producers, Dining, Health/Wellness,
Agriculture, Tourism, Performing Arts,
Education, Events



THE STORY - STARTING AT \$1,000

- 1 professionally produced reel. Music selection, closed captioning, and SEO-optimized caption writing with engaging hooks
- Engagement management for 2 weeks after posting
- Performance analytics report 1 month post-launch

THE SAGA - STARTING AT \$2,900

- 3 professionally produced reels. Music selection, closed captioning, and SEO-optimized caption writing with engaging hooks
- Engagement management for 2 weeks after posting
- Performance analytics report 1 month post-launch

THE SERIES - STARTING AT \$5,400

- 6 professionally produced reels. Music selection, closed captioning, and SEO-optimized caption writing with engaging hooks
- Engagement management for 2 weeks after posting
- Performance analytics report 1 month post-launch



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GET IN TOUCH

Thanks so much for reading! I really look forward to chatting with you about next steps! Let's get your business in front of a bunch of Mainers that are eager to learn about you!

Katie