

Media Kit 2020

Social Media Manager
Brand ambassador
Speaker
Blogger



NICCOLE

MUGGI



NICCOLE MUCCI

BIOGRAPHY

Niccole Mucci is a Florida-based content creator of Latino origin, founder of the *Multicultural Maven* site, designed to help parents who want their children to grow up bilingual in an environment that fosters cultural diversity.

Social Media Manager, blogger, speaker and brand ambassador, Niccole is always finding new ways to innovate with her content, entertain and reach new audiences.

CAREER

Wife and mother of two children. Niccole started her blog in 2016 with The Creative SAHM to document her life as a mom. Multicultural Maven has now evolved into the place for families around the world to learn about their roots. Her love for Florida and its diversity is part of what she reflects on her website.

Founder of the **#wdweventchats**. Travel and lifestyle blogger, content creator, manager and producer of social networks for various companies. Passionate about travel, movies, Disney, cars, food and expert in the art of storytelling, she has managed to transform what she loves into her own brand.



STATISTICS



22K+
Followers

14K+
Accounts Reached

2.5%
Engagement rate



2.5K+
Followers

5K+
Accounts Reached



11K+
Followers

1M+
Accounts Reached

30K+
Likes



1K+
Followers

11K+
Page views
monthly



PROPOSAL

Content creation.

WHAT ARE THE BENEFITS?

- Visibility to the U.S. Latino community, especially those located in Florida, Los Angeles and New York. An important part of her audience shares their love of Disney and travel, as well as entertainment and lifestyle issues.
- Because of her experience as a content creator, Niccole has the ability to create innovative publications able to highlight any brand, regardless of the platform.
- Consideration since her publications are constant, both in social media and in her blog, and with a high level of interaction from her audience.
- Impact since her project motivates education from a multicultural perspective and promotes diversity. Multicultural Maven was born as a place to proudly showcase Latino roots and share diverse experiences.

- ***More followers since her audience is mostly young Latina mothers who are interested in the education of their children, as well as the different ways to incorporate cultural traditions into the children's daily lives.***

Motivates education from a multicultural perspective.



WHAT TO EXPECT FROM NICCOLE CONTENT?

In her blog Niccole talks about parenting, food, lifestyle, travel and entertainment. All this from a multicultural perspective. It started as a site dedicated to helping all its readers learn about their backgrounds while enjoying life, and has evolved into a place to share interesting information about series or movies, Disney experiences and even recipes. A combination of culture and fun.

CONTACT



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@MultiMave



Multicultural Maven



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COLLABORATIONS





Social Media Manager
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Speaker
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