

Alexandria Jones



The Frugalista Life

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ABOUT Alexandria

“Over the years it has been exciting to see Alex dive deeper into Tampa Bay’s food scene and create her brand as a journalist and fashionista. She has her finger on the pulse of the foodie scene, from trends to forthcoming concepts. If you want to be in the know, Alex is the one to follow.”-Jenna Rimensnyder, *Creative Loafing Food & Drink Editor*

“Alex is great at highlighting local businesses through her blog and social media platforms. She is always on top of trends and new business openings, and always provides extremely valuable information to her audience.”-Lucinda Nixon Elder, *Hello Luci Creative*

BLOG TOPICS

FOOD
NATURAL HAIR
FASHION
TRAVEL

ABOUT The Frugalista Life

SPONSORED CONTENT
HIGH-RES PHOTOGRAPHY
VIDEO STORY CONTENT
FREELANCE WRITING
MEDIA TRIPS
CONTESTS/GIVEAWAYS

MY AUDIENCE

53% AGES 25-44

27% AGES 45-65

72% WOMEN

27% MEN

90% RESIDE IN US

10% RESIDE OUTSIDE US

SOCIAL STATS



837

200

MONTHLY UNIQUE VISITORS

300

MONTHLY PAGE VIEWS

400

MONTHLY FACEBOOK PAGE REACH



1.4K

7.7K

MONTHLY INSTAGRAM IMPRESSIONS

Special PROJECTS

TAMPA BAY MORNING BLEND

OLDIE BUT GOODIE: THE CULINARY SCENE OF SEMINOLE HEIGHTS

COMMUNITY STEPPING STONES

ENOCH D. DAVIS URBAN YOUTH FARM

CREATIVE LOAFING TAMPA