

Plancha

in one pager.

Travel & nature visual storytelling — by Alan Fierro.

01 · ABOUT ALAN FIERRO

Photographer and creative director based in Monterrey, Mexico (N 25.1° · W 100.3°).
I work with hospitality, tourism and outdoor brands that want to stop sounding like a catalog and start communicating real experience. Editorial photography, campaigns and social content.

Telling stories of places — not how they look, but how they feel.

02 · THE NUMBERS

— K	— %	— K	— K
FOLLOWERS · INSTAGRAM	AVERAGE ENGAGEMENT RATE	MONTHLY REACH	AVERAGE VIEWS PER REEL

03 · AUDIENCE & DEMOGRAPHICS

LOCATION #1	Mexico — 62%	LOCATION #2	USA — 18%
GENDER	55% M · 45% F	TOP AGE	25–34 years
INTERESTS	Travel · outdoor · hospitality	LANGUAGE	ES 78% · EN 22%

04 · SERVICES

Half Day	Local product · portrait	Quoted per project
Full Day	Hospitality · retreat · light campaign	Quoted per project
Multi Day	Editorial · travel story · campaign	

Let's work together.