

EMILY SOON

SMALL SPACE LIVING EXPERT |
FULL TIME VAN DWELLER



@EMSVANLIFE

http://



SIMPLESMALLSPACELIVING.COM



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WHO I AM

I recently moved into my self-designed 72 sq ft van conversion full-time. I combined my expertise in small space living with my passion for writing and visual storytelling into a growing online presence. Simple Small Space Living is a dedicated Compact Living lifestyle blog and is supplemented with @emsvanlife which is an Instagram account that acts as a no-nonsense look at the realities of vanlife.



WHAT I DO

I create authentic content which will not only engage my audience but will relay your brand's message in a unique and creative way. Working together, we can create a bespoke campaign to communicate your values in a way that is sure to resonate with both of our communities.

Sponsored
Instagram
Content

Content
Creation

Guest
Blog
Posts

STATS

FOLLOWING

3K

ENGAGEMENT

5.2%

GROWTH

56%
IN APRIL

DEMOGRAPHICS

PLACES

US - 56%
CAN - 13%
UK - 8%

GENDER

FEMALE - 76%
MALE - 24%

AGE

25-34 - 40%
35-44 - 25%
45-54 - 16%

PRESS



AUDIENCE

Since starting @emsvanlife Instagram account in October 2020, I have organically grown a highly engaged community of like-minded individuals.

I highlight the realistic side of vanlife through static posts, Stories and Reels.

I create content based on my 3 pillars:

SOLO FEMALE VANLIFE

LAYOUT DESIGN FOR
COMPACT LIVING

SMALL SPACE LIVING
ORGANIZATION

THE CONTENT

REELS

Top performing Instagram Reels

5843

5015

4400

4276

3825

3586

POSTS

Top performing Instagram Posts by Reach over the past 30 days as of 04.23..21

4408

4349

4332

4010

4003

3941

BLOG ARTICLES

Blog articles written on my compact living lifestyle website, Simple Small Space Living



Compact Living: Everything you need to know



Top 5 Quick & Simple Small Closet Hacks



The Easy Guide to Create a Capsule Wardrobe



15 Actionable Ways to Reduce Waste at Home

LET'S WORK TOGETHER



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