

Media Kit

Travel Content Creator & Storyteller

NEQUA

www.tripsandtransitions.com

nequa@tripsandtransitions.com

2026



[@TRIPSANDTRANSITIONS](#)

512K+

VIEWS

3K+

FOLLOWERS



[@TRIPSANDTRANSITIONS](#)

40K+

VIEWS

915

FOLLOWERS



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18K+

VIEWS

83

FOLLOWERS

Social Media Platform launched
March 2026

About Me

Hi, I'm Shanequa aka Nequa — Your Travel Bestie and the creator behind Trips & Transitions. I'm a solo female Travel Content Creator & Storyteller who has explored 49 U.S. states and 10+ countries, and I built this brand around one powerful truth: travel is not just a destination — it's a transformation. I create authentic, cinematic, and emotionally engaging content for women who are ready to see the world unapologetically. My audience follows me for real travel experiences, honest destination storytelling, cultural exploration, and the inspiration to finally book the trip they've been putting off. Every piece of content I create is backed by real lived experience — not a script.

About The Brand

Trips & Transitions is a travel and lifestyle brand for women who are done watching other people live and ready to start living themselves. Founded by Shanequa Johnson, every destination covered, every story told, and every video created is rooted in one thing — real experience. From hidden gems across the U.S. to international cultural deep-dives, this is the brand that turns wanderlust into action.

Content Pillars

Solo Female Traveler

Cultural Immersion & Exploration

Healing & Personal Transformation

Luxury & Budget Travel Tips

Destination Guides & Itineraries

Cinematic Travel Storytelling

Let's Work Together

- ✓ UGC Content Creation — Brand-ready photo & video content for your social media, website, and paid ads
- ✓ Sponsored Social Media Posts — Dedicated Instagram, TikTok, and YouTube content featuring your brand authentically
- ✓ YouTube Features — Your destination, resort, or product featured in my travel vlogs
- ✓ Blog Features — SEO optimized dedicated blog post on tripsandtransitions.com — lives on my site permanently
- ✓ Affiliate Partnerships — Long term trackable affiliate promotion across all platforms
- ✓ Resort & Hotel Stays — Currently accepting gifted stays in exchange for full content coverage
- ✓ And More — Every partnership is unique. Let's build something custom.

Rates available upon request

✉ nequa@tripsandtransitions.com

Content Portfolio



My Audience

Primary Audience: Women Ages 30–45

Interests: Travel, Cultural Exploration, Solo Adventures, Lifestyle, Personal Growth & Events

They Follow Me Because: They want to travel but need someone real to show them it's possible — on any budget, at any stage of life

📍 **Top Locations:** United States, West Africa, Caribbean, Central America

Ready to create
something worth
traveling for?

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