

# FADRA NALLY

*Lifestyle Blogger & Travel Writer*

## ABOUT ME



Fadra Nally spent years working in the travel industry and technology sector before she started her lifestyle blog, **All Things Fadra**. She soon discovered that life behind a keyboard beats a corner window office any day of the week.

Since that time, she's co-founded the women's travel blog, **She's On The Go** and the niche site **East Coast Small Towns**, while building relationships with brands like National Geographic, Hershey Resorts & Entertainment, Disney Parks, Beaches Resorts, and Loews Hotels. Her work has been featured on The Stir, Working Mother, J&J Parents, and even inspired Chapter 10 of the well-known marketing book, Groundswell.

**43K**

### SOCIAL REACH

Includes fans and followers across Facebook, Instagram, X, Pinterest, YouTube

**9K**

### PAGE VIEWS

Average monthly page views on All Things Fadra, which continues to trend upwards

**3.8M**

### VIDEO VIEWS

Lifetime video views across YouTube and Facebook with a highly engaged audience

*Working together*



ON  
ASSIGNMENT

Whether Fadra is traveling for an automotive press event, a movie premiere, or a dedicated fam trip, she often finds multiple stories to tell - sharing real time updates through **X**, **Facebook Live** and **Instagram Stories**. After her travels, she believes in creating a conversation around **approachable language**, **stunning photos**, and **entertaining videos**.

# TRAVEL CONTENT

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Established in 2009, All Things Fadra has evolved into a lifestyle blog focusing on family, cars, entertainment, lifestyle, and travel. In an ideal story, there may be elements of each. Fadra sees her role as storyteller and includes her sense of style and sense of humor in every story she tells. To match her style, she often focuses on quirky, lesser known destinations and attractions and stories that appeal to the over 40 crowd. She also focuses on high quality photography and video to complement her content.

[allthingsfadra.com](http://allthingsfadra.com)



# TRAVEL VIDEOS

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Fadra is comfortable in front of the camera as well as behind. Her channel attracts a variety of viewers and her travel content focuses on featuring everything to do at a destination. Her fun, approachable style allows her to play host to her own show in places like Romania, Saudi Arabia, as well as local destinations. She focuses on SEO to attract a larger viewing audience.

[youtube.com/@allthingsfadra](https://youtube.com/@allthingsfadra)

## Partnerships

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FADRA



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