



# KARINA WORLDWIDE

EDUCATOR • AUTHOR • MODEL • BRAND AMBASSADOR •  
ENTREPRENEUR • CONTENT CREATOR

# Who Am I

Karina Henry is a travel content creator, author, educator, and entrepreneur. Karina is a proud New York native with Southern roots who has had the pleasure of living in four countries (Thailand, China, USA, and Mexico). She is the founder of Karina Worldwide LLC. and Karina's Virtual Learning Academy for ESL Learners. She is also the author of the book series, "The Amazing Adventures of Kaylen the Kid Traveler," a children's travel book series inspired by her real-life experiences as a teacher living in China and traveling throughout Asia, Africa, North America, South America, and Europe.

Karina's content focuses on cultural immersion and unique travel eating experiences especially if they include local cuisine. She enjoys affordable and unforgettable travel experiences while immersing herself in the culture of the places she explores. She also enjoys documenting her adventures, challenges, and triumphs as an expat and uses her influence to inspire others who are interested in living life while experiencing the world - whether domestically, internationally, temporarily, or permanently.

## Profile Statistics

(Full Social Media Breakdown Can Be Found on the Next Page)



Instagram - @karinaworldwide

- Reach - Between 800K - 17.1M
- Profile Visits - Between 301K - 3M



TikTok - @karinaworldwide

- Reach - Between 375K - 14M
- Profile Visits - Between 77K - 685K



Youtube - Karina Worldwide

- Reach - 4K - 8K
- Profile Visits - Between 524 - 4K



# Instagram

@karinaworldwide

- 132.2k followers
- 77.7% Female
- 22.2% Male
- Ages 25-44 (Top Age: 25-34 - 40.2% / 35-44 - 28.2%)
- Top Location: USA - 77% / Canada - 2.2% / UK - 3.5%

## Top Performing Posts

- U.S. - Confused for Beyonce on Flights - 22.3M views
- China - My Life in China - 9.5M views
- U.S. - Booking Water Activities as a Non-Swimmer - 7.3M views
- U.S. - Scariest Travel Moments - 5.3M views
- U.S. - Being Respectful When Trying New Foods - 3.7M views



# Tiktok

@karinaworldwide

- 237.1k followers
- 74% Female
- 26% Male
- Ages 25-44 (Top Age: 25-34 - 42% / 35-44 - 23%)
- Top Location: USA - 93.2% / UK - 2.1% / Canada - 1.7%

## Top Performing Posts

- U.S. - Scariest Travel Moments - 11.3M views
- Mexico - Exploring in Mexico Update - 10.3M views
- China - My Life in China - 9.6M views
- U.S. - Cooking an Ostrich Egg - 5.8M views
- U.S. - 12/17/21 - Travel Foods I've Eaten - 3.7M views



# Youtube

Karina Worldwide

- 5.8k subscribers
- 62% Female 38% Male
- Ages 18-45

## Top Performing Videos

- Perfect Sculpt Boob Tape Review - 226k views
- Post-Quarantine Swimsuit Edition Try-On Haul ft. Rotita (sponsored video) - 34k views
- Dating in China - 32k views

