

RPP

RACHEL PRESTON PRINZ

PHOTOGRAPHER ~ STORYTELLER ~ CATALYST



CELEBRATING ARCHITECTURE, CULTURE, AND LIFESTYLE
IN THE DESERT SOUTHWEST



FOUNDING DIRECTOR
ARCHINIA DESIGN +
ARCHITECTURE FOR EVERYBODY

My influence is not in my reach or # of unique visitors... it's in my authentic connections.

plus

I have a knack for on-the-fly iphone shots, which sets me apart ... I cover events extensively as they happen, which builds buzz and encourages visitorship for an immediate return.

SERVICES

conference and event speaker + host
articles + guest blog posts
sharing social posts for FB + IG
photography + account takeovers
product and book reviews
tour guide
events

arranging panels of local influencers

APRIL 2020

109K

MONTHLY REACH



PERSONALITY NICHES TOPICS

Authority Travel + Architecture/Design + Lifestyle

Architecture + Design + Accessibility + Culture + Placemaking +
Community Engagement + Womens Leadership + Preservation + Tourism

Speaker

TEDxABQ + AIA Natl Womens Leadership Summit + TEDxAcequia Madre + Pecha Kucha Taos
+ Pecha Kucha Santa Fe + AIA New Mexico + AIA Santa Fe + numerous others

Host

UNM Sustainability Institute + TEDxABQWomen + Creative Placemaking Leadership Institute
+ Local Guide for NatGeoTv, movie crews, US State Dept

Awards

Yelp's (reigning) "Queen of Santa Fe" for 3+ years
NM Woman of Influence ++ Emerging Social Sector Leaders + AIA-NM Leadership + NM Women in Film

Press

HGTV + Bravo + Readers Digest + Inc + Realtor.com + NMPBS + numerous others



@ARCHINIADESIGN +
@RACHELPRESTONPRINZ
2K FOLLOWERS

ARCHINIA
36.5K MONTHLY VIEWS
.9K FOLLOWERS

ARCHINIADESIGN
.9K FOLLOWERS

AUDIENCE DEMOGRAPHICS

64% Female

Ages 25-64

US: New Mexico (+ Santa Fe, ABQ, and Taos), Los Angeles, Chicago,
New York, DFW, San Francisco, Austin, Portland
Int'l: UK (+London), Italy, Mexico (+Mexico City), Canada, India,
Argentina, Thailand (+Bangkok), Brazil, Spain, Australia