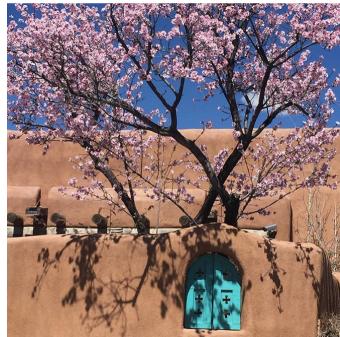


RPP

# 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

HGTB + 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