



ITA - AWAY-TODAY

Content Creator & UGC Specialist

Focus on East Asia: China · Korea · Japan · Taiwan

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108,385

ORGANIC VIEWS

4,821

FOLLOWERS

5,070

CONTENT INTERACTION

1,396

ACCOUNT ENGAGEMENT

*as of August 26 (last 90 days) on Instagram



About Me

Ita · Jasmin · 수민 · 蘇敏

Travel · Art · Lifestyle Creator | UGC

Your Gate to the East

I'm Jasmin, aka Ita-away-today

a multilingual content creator and creative storyteller building bridges between **Asia and Europe**.

My content focuses on **community & events, art & design, and China's emerging tech & AI landscape**. With a background in design, communication and marketing, I combine strong visual storytelling with a Western–East Asian perspective to make Asian culture, creativity and innovation accessible to my **German and European audience and vice versa**.

After living in Asia as a digital nomad for more than 4 years, I know how to create content that connects **people, ideas and experiences across borders** from creative communities and cultural events to the innovations shaping tomorrow

Demographic

- Female 44.2% Male 55.8 %
- Age range: 25 - 44 years
- Average Viewers: 19.281
- Followers 49.6% Non-followers 50.4%
- Top Locations: Taiwan, Germany, USA, SouthKorea

What I offer

- UGC Videos for Ads and Organic Content: Testimonials, Tutorials, Voiceovers
- Sponsored /micro-influencer content: Reels, Stories and Posts on my own account, reaching my community
- Product Reviews and Interviews
- Campaign Photo & Video Production
- Affiliate Collaboration & Referrals
- Blog Article writing
- Event Photography and Ambassador
- International Social Media coverage (China, Japan, S-Korea, Taiwan, Europe and US)

Languages: English · Deutsch · 한국어 · 中文

> Services & Brand Collabs

I create customized content based on your brand's goals and target market.
My goal is to help your brand feel relatable, aesthetic, and trusted.

Content Services

- UGC Video for Ads & Organic Use
- Product Photography &
- Instagram Sponsored Post
- Youtube Vlogs, Reviews and more
- Affiliate & Commission Campaigns
- Blog Writing
- Event Coverage/Ambassador

Previous & On-going Collaborations

- goodroom Japan
- boxful Taiwan
- Digital Nomads Korea
- Busan Workation Center
- GetyourGuide & Trip.com Ambassador
- Taiwan Digital Nomad Association
- and more...

> Rates UGC | Micro-Influencer | Model

How my pricing works: The base fee covers **content creation for your own channels (UGC)**

I create, you use it. It does not include me posting on my profile. Organic use on your channels is included; paid-ad usage, whitelisting and my likeness for paid media are licensed on top. Want my audience too? See "Add my reach".

Please note: A 50% deposit is required to book services, with the remaining balance due upon completion.

Service UGC -Content for your Channel (organic use included)	Description	Starting Rate
Instagram Post	Single image/carousel post	from €150
Instagram Reel	15-60 second video	from €250
Instagram Stories	Series up to 5 × 9:16 frames	from €100
YouTube Video (Vlogs, Review, Explainer Video)	Up to 5 minutes	from €500

YouTube Video (Vlogs)	5-10 minutes	from €900
Threads Asset Post (ZH)	Image/Video	from €80
rednote Post (ZH)	Single image/carousel post	from €80
Blog Post (incl Affiliate links)	SEO-optimized, 800-1200 words	from €350
Branded photo package	5 edited images	from €250
TikTok/rednote Video (ENG/CH)	Hook-optimized video	from €200
Branded production on location (service / day rate)		
Half-Day Shoot	4 Hours	from €500
Full-Day Shoot (8 Hours):	8 Hours	from €1000
Usage rights (added to the base fee organic use on your own channels is already included)		
Paid ads (social)	30 days	+ €150 / asset
Paid ads (social)	90 days	+ €300 / asset
Unlimited / perpetual buyout		+ €900/ asset
Whitelisting / Spark & Partnership Ads		+ 50–100% of base
Category exclusivity	no competitors, 90 days	from + €200

Includes content ideation, creation, editing, and basic caption writing in target language by default English (Chin, German, Korean available)

Talent / model license (when I appear on camera and you use my likeness beyond organic social — e.g. print, OOH, TV, banner)		
Content creation and the license to use me are two separate things.	quoted per campaign	From €200 per channel / term

Add my reach — posting on my own channels (optional up-sell)

Reel published on my feed		+ €200
Story amplification (on my stories)		+ €100

Here you also get my audience and my above-average discovery reach — **108,385 organic views, 50.4% from non-followers.**

Bundles & retainer

- 3 assets: -15%
- 5 assets: -20%
- Monthly retainer (from 4 videos + 4 photos, organic rights): from €900/month

Add-ons

- Raw footage: + €50
- Extra aspect ratio / format: + €30
- Rush delivery (48h): + 25%
- Extra revision (beyond 2 included): + €40

Appearances, events & ambassadorships (priced by time & presence)

Event coverage	live social and stories	from €350 / day
Ambassador on site		from €300 / appearance
Paid interview / testimonial / feature	on your channels	from €250 + usage rights

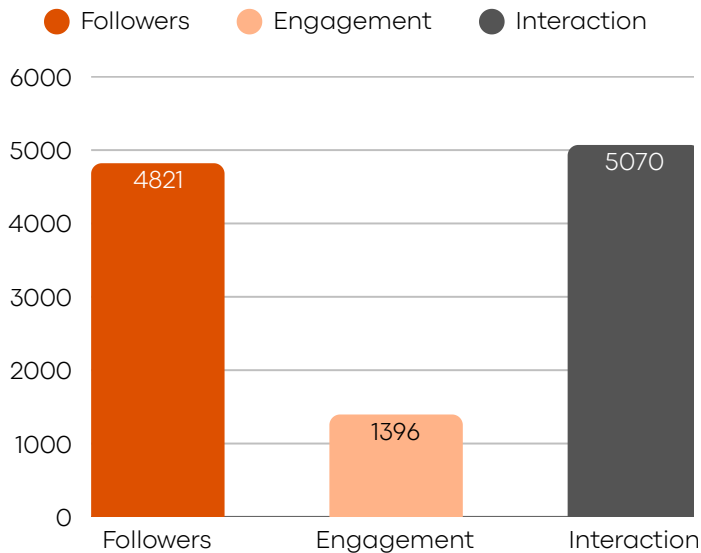
- extra: Travel, accommodation, meals and event tickets are covered by the brand on top
- Editorial press interviews (a magazine or podcast featuring me) are free PR
- Event-coverage day rate includes an agreed set of Stories per day + 1 recap Reel; additional deliverables at à-la-carte rates.
- Paid Ambassador retainer includes an agreed monthly content set.
- Affiliate / referral: I share a personal code or link with my community. Promotional content is billed at my content/posting rates; commission-only is available selectively for well-matched brands



Social Media Statistics

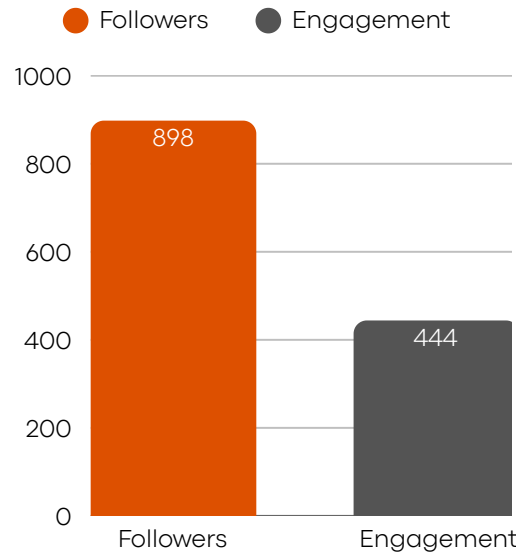
Instagram Ita-away-today

Total views: 108,365



Threads (Taiwan, South Korea, Japan)

Total views: 10,000



Work With Me

1. Inquiry: Reach out with your brand, campaign goals, and desired services.
2. Proposal: I'll provide a tailored proposal and quote.
3. Briefing: A detailed discussion to align on messaging, aesthetics, and deliverables.
4. Content Creation: I'll craft compelling content adhering to the brief.
5. Review & Approval: You'll have the opportunity to review and provide feedback.
6. Publishing: Content goes live on the agreed-upon schedule.
7. Reporting: A post-campaign report summarizing key metrics.

I'm excited about the possibility of working with you! Please feel free to contact me with any questions or to discuss your next campaign.

Yours Jasmin - It's time to be away today!

It's time to be away today! : book a call

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find all my socials [here](#)

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