

# BRANDON LOPEZ

FORMERLY OF *GOOD MORNING AMERICA* & *TRAVEL + LEISURE*

TRAVEL | MEDIA | LIFESTYLE

**@BRANDONLOPEZ**

NYC | Miami | Available Globally



# MEDIA PROFESSIONAL TURNED TRAVEL & LIFESTYLE CREATOR

Brandon López is a media professional and travel creator with more than a decade producing content for national television and leading lifestyle brands.

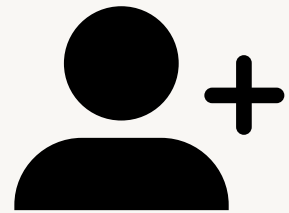
Formerly of Good Morning America and Travel + Leisure, he now partners with hotels, cruise lines, and tourism brands to create premium digital storytelling that drives discovery and positions properties through a trusted editorial lens.

With over a decade inside national and local media, Brandon creates travel storytelling that feels elevated, credible, and trusted - never promotional.

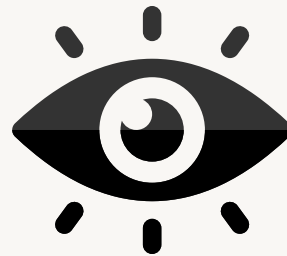


# AUDIENCE OVERVIEW

## Recent Audience Data



19K  
Followers



53K+  
Monthly Views



69%  
Non-Follower  
Reach

23K Views  
Top Viewed Reel  
(30 Days)



Verified Public Figure on  
Instagram & Facebook

## Audience Demographics

### Gender:

Male: 44.7%  
Female: 55.3%

### Top Cities:

New York  
Los Angeles  
Miami  
Chicago

### Age:

25-34: 39.8%  
35-44: 29.3%  
18-24: 12.2%

## Audience Profile

A highly-engaged audience of professionals, media insiders, and experience-driven travelers who value luxury hospitality, destination discovery, and insider recommendations.



Updated: August 16, 2026



## CREDIBILITY MEETS INFLUENCE

Before becoming an independent creator and owner of the premier social media consultancy, True Reach Media Group, Brandon spent over a decade producing and leading content for major media brands reaching millions of viewers worldwide.

This unique background allows him to create content that feels editorial, elevated, and trusted - not promotional.

## PAST MEDIA & BRAND EXPERIENCE

**LOEWS**  
HOTELS

**MF**  
**G**  
MAJOR FOOD GROUP

**NBCUniversal**

**OSCARS**

  
PRINCESS CRUISES



**TRAVEL+**  
**LEISURE**

  
**Hilton**

The **Walt Disney** Company

# CONTENT FOCUS

## LUXURY & BOUTIQUE HOTELS

Property features,  
room tours  
and elevated stays.



## CRUISES & TRAVEL DESTINATIONS

Itineraries,  
experiences and  
insider access.



## LOCAL LIFESTYLE

Dining, culture,  
LGBTQ+ and local  
discoveries.



## SOLO LUXURY TRAVEL

Confident,  
experience-driven  
exploration.



# PARTNERSHIP DELIVERABLES

Instagram Reels & TikToks  
Long-form YouTube videos\*

In-Feed Posts

Story Coverage

Hotel & Property Features

Destination Coverage

Editorial-Style Travel Storytelling

Substack Articles

## Optional Add-Ons:

Cross-platform promotion  
Consulting or strategy for brand social  
presence, powered by  
True Reach Media Group

\* coming soon



# 2026 PARTNERSHIP OPPORTUNITIES

## Currently seeking partnerships with:

- Boutique & luxury hotels
- Cruise lines
- Tourism boards
- Lifestyle & hospitality brands

## Collaboration Types:

- Hosted Stays
- Media Rates
- FAM Trips
- Paid Partnerships
- Long-Term Brand Relationships



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