MEDIA KIT · 2026

Joana Bandy

CREATOR · INTERIOR DESIGNER · MIAMI

BILINGUAL CONTENT · ENGLISH / ESPAÑOL

@JOANABANDY



Hi, I'm Joana

I'm a bilingual (English/Spanish) content creator and interior designer based in **Miami, FL**. I share beauty, fashion, lifestyle, home and relationships through honest storytelling — content that makes people feel something.

Right now I'm documenting the **remodel of the home we just bought**, from the first walkthrough to the finishes, as an ongoing series.

Recently featured on the **cover of Cromos** magazine as an “it girl” in design and creative direction.

BEAUTY · LIFESTYLE · FASHION · INTERIOR DESIGN · HOME · RELATIONSHIPS







Audience & Reach

INSTAGRAM · AS OF OCT 29, 2026

101,947
INSTAGRAM FOLLOWERS
@JOANABANDY

72.9M
VIEWS
LAST 90 DAYS

22.2M
ACCOUNTS REACHED
LAST 90 DAYS

+15,024
NEW FOLLOWERS
LAST 90 DAYS

9K→100K+
GROWTH IN UNDER
18 MONTHS

83K
TIKTOK FOLLOWERS

71.5% WOMEN

MOSTLY AGES 25–34

BILINGUAL LATIN AUDIENCE

ENGLISH & SPANISH

Top Content

Storytelling that travels — tap any reel to watch.

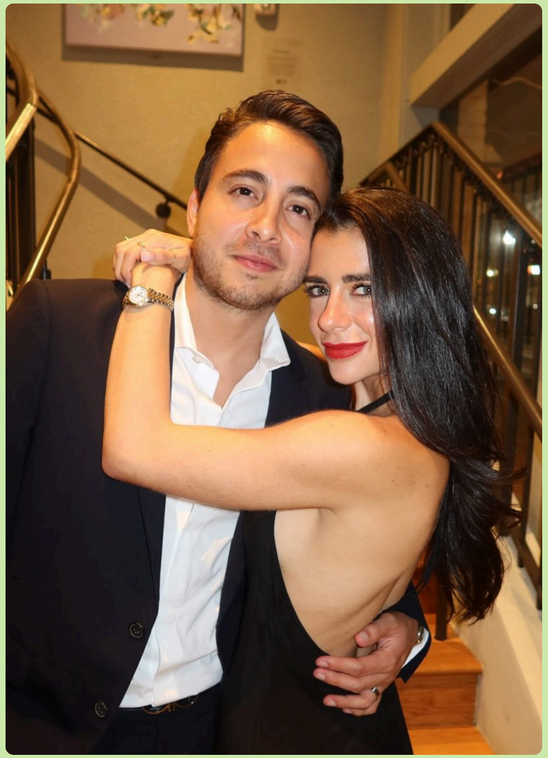


20.5M views

“No perdas a la mujer que querías”

468K likes · 1,080 comments

Watch on Instagram →



11.9M views

“No mereces menos”

739K likes

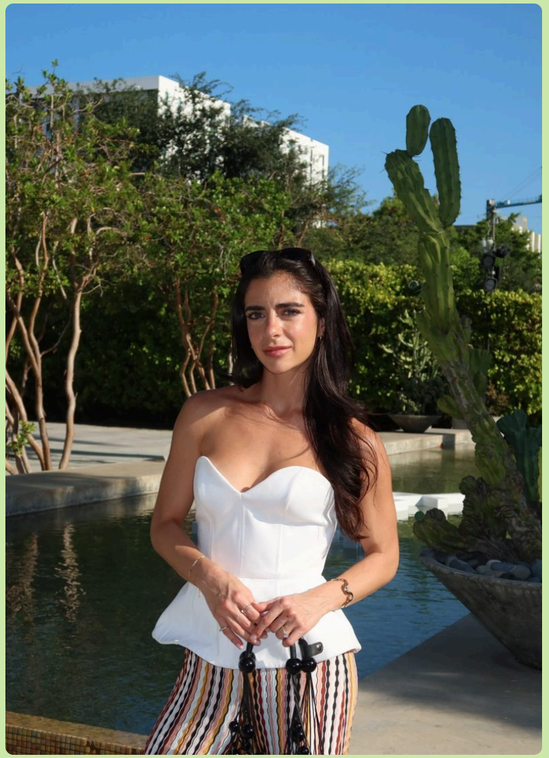
Watch on Instagram →



176K views

Fashion reel

Watch on Instagram →



163K views

Storytelling reel

Watch on Instagram →

Interior Design by Joana

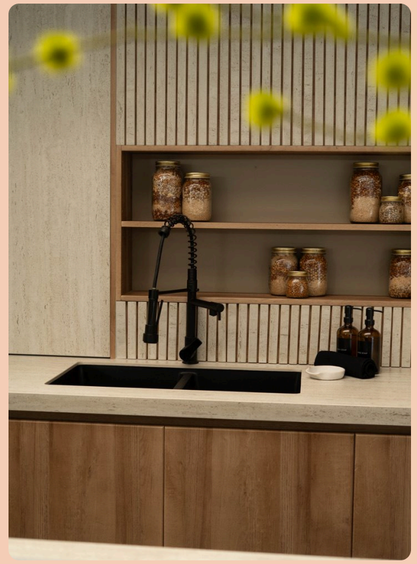
Beyond content, I'm a working interior designer. My spaces mix natural materials — fluted wood, stone, marble and warm neutrals — with sculptural details and soft arches.

That eye for design shapes everything I create, from brand content to my own home remodel.

See the project on Instagram →











Ways to Collaborate

RATES AVAILABLE ON REQUEST

INSTAGRAM REELS · STORIES · CAROUSELS · TIKTOK · UGC · HOME REMODEL SERIES INTEGRATIONS · BILINGUAL EN / ES CONTENT · LONG-TERM AMBASSADORSHIPS

Why brands work with me

- **Proven reach:** 72.9M views and 22.2M accounts reached in the last 90 days.
- **Bilingual storytelling** for a Latin audience — mostly women, ages 25–34.
- **Design credibility:** an interior designer with a live home-remodel series.



PRESS

Cover of *Cromos* — “it girl” in design & creative direction. View →



HOME SERIES

Fashion, home and real life — documented in my own space.

Let's create together

FOR PARTNERSHIPS & COLLABORATIONS

MANAGEMENT

management@joanabandy.com

INSTAGRAM

@joanabandy

WEBSITE

joanabandy.com



MIAMI, FL · ENGLISH / ESPAÑOL