LUXURY HOSPITALITY PORTFOLIO

JEFF OUELLETTE

LUXURY STAY STORYTELLER

RESORTS • CABINS • HOTELS • DESTINATIONS

Cinematic content that helps premium properties turn attention into bookings, trust, and unforgettable guest experiences.



> “The best stories don’t sell rooms. They make guests feel they’ve already arrived.”

150K+	1.2M+	40–50K	4K+	30+
FOLLOWERS	TOP REEL VIEWS	AVG. REEL VIEWS	AVG. STORY VIEWS	BRANDS TRUSTED

TCB MARKETING

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STAYS THAT SELL THE EXPERIENCE.

I’m a New England firefighter, entrepreneur, husband, father, and creator who understands that the most powerful hospitality marketing doesn’t feel like an ad. It feels like a memory in the making.

I capture the full guest journey—from the first look at the property to the small details, shared meals, local experiences, and moments that make a stay worth booking.

The result is a library of cinematic, authentic content your property can use across social media, websites, listings, email, and paid campaigns.



I DON’T CREATE HOTEL COMMERCIALS.

I CREATE EXPERIENCES PEOPLE WANT TO LIVE.

01	02	03	04
CINEMATIC STORYTELLING	**LISTING-READY PHOTOGRAPHY**	**AUTHENTIC TRUST**	**LONG-TERM PARTNERSHIPS**
Mini films that put the guest inside the stay.	Natural, polished imagery built for web and booking platforms.	Family-led recommendations that feel credible and lived-in.	Content systems designed beyond a single post.

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PERFORMANCE

THAT BUILDS DEMAND

Beautiful content earns attention. Strategic distribution turns it into interest.

KEY METRICS

150,000+
INSTAGRAM AUDIENCE

1.2M+
HIGHEST-PERFORMING REEL

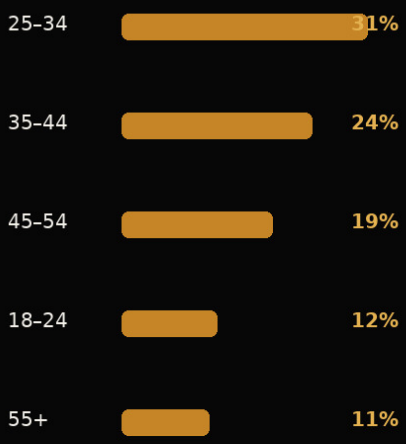
40–50K
AVERAGE REEL VIEWS

4K+
AVERAGE STORY VIEWS

2K
AVERAGE LIKES

AUDIENCE SNAPSHOT

CORE AGE GROUPS



LOCATION



76% UNITED STATES
14% CANADA
10% OTHER

HOSPITALITY EXPERIENCE

- OCEAN HOUSE HOTEL
- BRETTON WOODS VACATIONS
- NORTH CONWAY GRAND HOTEL
- MOAT MOUNTAIN
- LIVING SHORES AQUARIUM

WHY IT MATTERS

A concentrated North American audience with proven interest in travel, family experiences, dining, and premium stays.

ORGANIC REACH

1,200,000+ VIEWS

One piece of content has organically reached more than one million viewers.

PAST PERFORMANCE INFORMS THE PLAN. RESULTS ARE NEVER GUARANTEED.

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DRONE CONTENT THAT SHOWS THE WHOLE STORY.

Ground-level content sells the details. Aerial imagery sells the setting, scale, approach, and sense of place that make a stay feel worth the trip.







WHAT I CAPTURE ON SITE

High-resolution aerial video and still photography that expands the guest story beyond the room.

- Property reveals, driveway approaches, and arrival sequences
- Resort grounds, cabins, buildings, and outdoor amenities
- Mountain, forest, lake, harbor, and coastal destination context
- Smooth cinematic movement for reels, websites, and paid creative
- Aerial still frames for listings, social posts, and campaign graphics
- Seasonal establishing shots that strengthen the full content library

DRONE CAPTURE IS SUBJECT TO WEATHER, PROPERTY PERMISSION, AND LOCAL AIRSPACE RESTRICTIONS.

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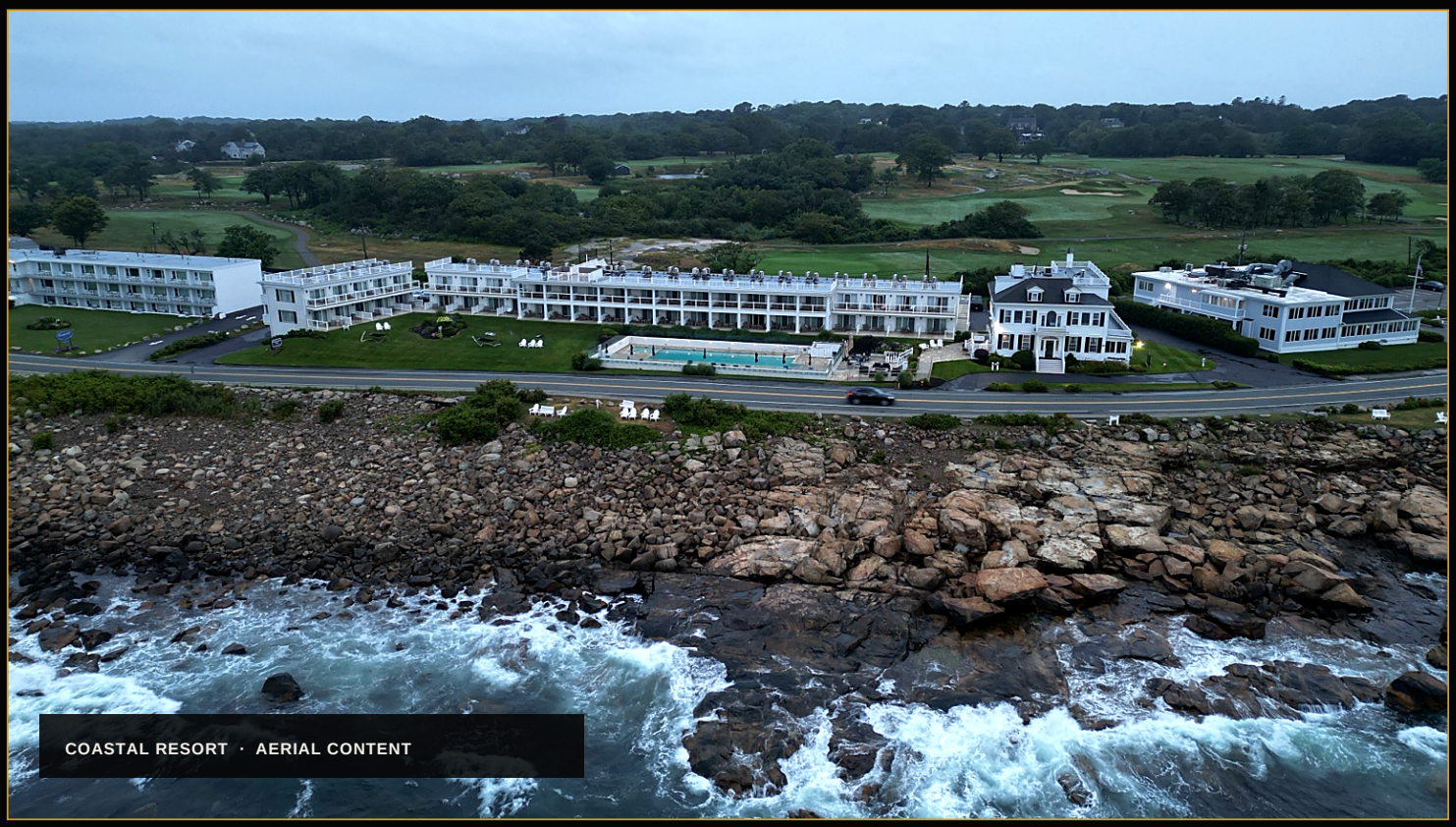
CONTENT THAT TRAVELS FARTHER.

Premium imagery with the reach, versatility, and staying power to keep working long after checkout.



HUNDREDS

OF RESORT FEATURES

Featured across hundreds of resort websites and social media outlets.

MILLIONS

OF VIEWS

Hospitality and destination storytelling built to earn attention at meaningful scale.

COUNTLESS

BOOKINGS INSPIRED

Experience-led visuals help guests picture the stay, trust the property, and take the next step.

A HOSTED-STAY CAMPAIGN BUILT TO BOOK.

A focused content package for luxury cabins, premium vacation rentals, boutique hotels, and destination resorts.

01

EXPERIENCE CAPTURE

A natural guest journey: arrival, interiors, amenities, dining, local experiences, and the moments that make the property memorable.

02

CREATOR DISTRIBUTION

Strategic reels, posts, and stories shared through Jeff's travel and lifestyle audience to build awareness and booking intent.

03

EVERGREEN CONTENT

Professional photo and video assets designed for listings, social media, websites, email, and approved organic brand use.

SIGNATURE HOSTED-STAY PARTNERSHIP

$1,000–$1,500+ hosted 3-day / 2-night stay

CUSTOM SCOPE AVAILABLE

CORE DELIVERABLES

- Experience-based photography for websites, Airbnb/VRBO listings, and social media
- Two cinematic reels and/or posts distributed across two to three aligned pages
- Supporting Instagram story coverage throughout the stay
- Property, amenity, lifestyle, dining, and local-experience capture
- Typical combined reach potential of 100K+ based on recent performance
- Defined organic usage window and organized asset delivery

OPTIONAL ENHANCEMENTS

- DM keyword automation and follow-up sequencing
- Instagram advertising through the creator page; property funds ad spend
- Extended usage rights and paid-media licensing
- Additional reels, seasonal refreshes, or monthly content retainers
- Drone footage where permitted and weather allows
- Campaign strategy, landing-page input, and performance reporting

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LET’S MAKE GUESTS FEEL ALREADY THERE.

From a quiet cabin morning to a resort-wide adventure, the goal is simple: show future guests what the stay feels like—and give them a reason to choose your property.

1 **INSPIRE TRAVEL**
Cinematic storytelling that creates desire before the booking search begins.

2 **INFLUENCE DECISIONS**
Credible, experience-led content that helps guests picture themselves at your property.

3 **BUILD A CONTENT LIBRARY**
Premium visual assets that continue working after the creator stay ends.

LET’S BUILD YOUR NEXT

BOOKING STORY.

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AVAILABLE FOR RESORTS, HOTELS, CABINS, VACATION RENTALS & DESTINATION PARTNERSHIPS