

Social Media



MEDIA KIT

Diana Rosique Sidawi

@miraclesaremade



INTRODUCTION

@miraclesaremade · Maternidad & Familia · bilingual ES/EN.

"I'm a motherhood and family lifestyle creator based in Winter Park, Florida, sharing the beautiful, meaningful, and relatable moments of everyday family life. Through my content, I love to inspire women and moms to embrace motherhood while still making space for themselves, their style, their relationships, and the little moments that make life special."

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DIANA ROSIQUE SIDAWI

105K+ followers. 443K Reel views. One highly connected community.

With 100,000+ Instagram followers, Diana shares engaging, relatable content across multiple platforms. She collaborates with brands that align with her values, using impactful storytelling to connect with her audience and inspire positive parenting.

“My community comes to me for family inspiration, lifestyle finds, experiences, travel, and products that make everyday life a little easier and more enjoyable. I create authentic, engaging content designed to tell a story and naturally connect brands with the women and families who matter most to them.”



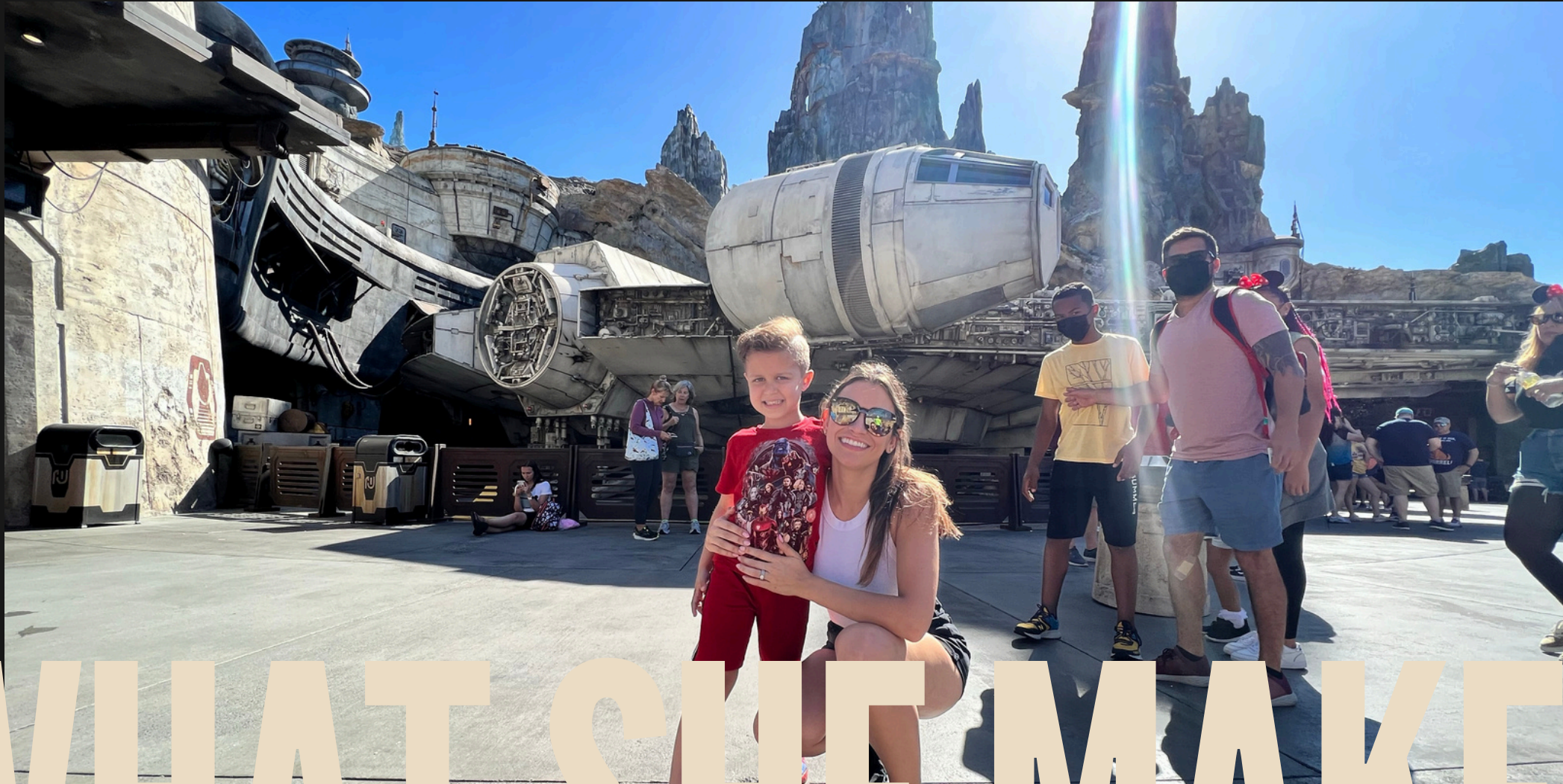
WHY THIS AUDIENCE

Diana understands both sides of the partnership—she is a creator who connects authentically with her audience and a marketing professional who understands how to communicate a brand's message effectively.

“Because my content is rooted in real family life, recommendations feel personal and relatable rather than transactional. I focus on sharing products, experiences, and brands that naturally fit into my lifestyle and that I genuinely believe my audience would find valuable.”

This creates an opportunity for brands to connect with an engaged community through authentic storytelling, lifestyle integration, and content designed to inspire action.





WHAT SHE MAKES

Her Reels are designed to feel natural and engaging rather than overly produced or scripted. She combines beautiful visuals, relatable family moments, curiosity-driven hooks, trending formats, music, text overlays, and storytelling to capture attention and encourage viewers to keep watching.

Whether she's sharing a family experience, discovering a new product, enjoying a restaurant, traveling with her family, or simply capturing a moment from everyday motherhood, Diana looks for the story behind the content.

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Her goal is to create branded content that feels like something her audience would naturally want to watch—even when a brand is part of the story.

My Reels are built around:

HOOK → Stop the scroll with curiosity, emotion, or relatability.

STORY → Give the viewer a reason to stay and see what happens.

AESTHETIC → Beautiful, lifestyle-focused visuals that fit naturally into my feed.

CONNECTION → Create a moment my audience can see themselves in.

BRAND INTEGRATION → Introduce the product, service, or experience naturally within the story.

ACTION → Leave the viewer curious, inspired, or interested enough to learn more.



HOW PARTNERSHIPS WORK



I believe the best brand partnerships are built on authenticity, creativity, and a shared understanding of the audience.

01 — Let's Connect

We start by learning about your brand, your goals, and what you would like to accomplish through the partnership.

02 — Find the Story

Together, we identify the product, experience, or message that naturally fits into my content and resonates with my community.

03 — Create

I develop the creative concept, hook, storytelling approach, and visual direction for the content while keeping the brand's key messaging in mind.

HOW PARTNERSHIPS WORK



04 — Collaborate

Once the concept is aligned, I create the content and incorporate the brand naturally into the story while maintaining my authentic voice and aesthetic.

05 — Share

The finished content is published to my Instagram community with the agreed-upon campaign messaging, tags, links, and calls to action.

06 — Build Together

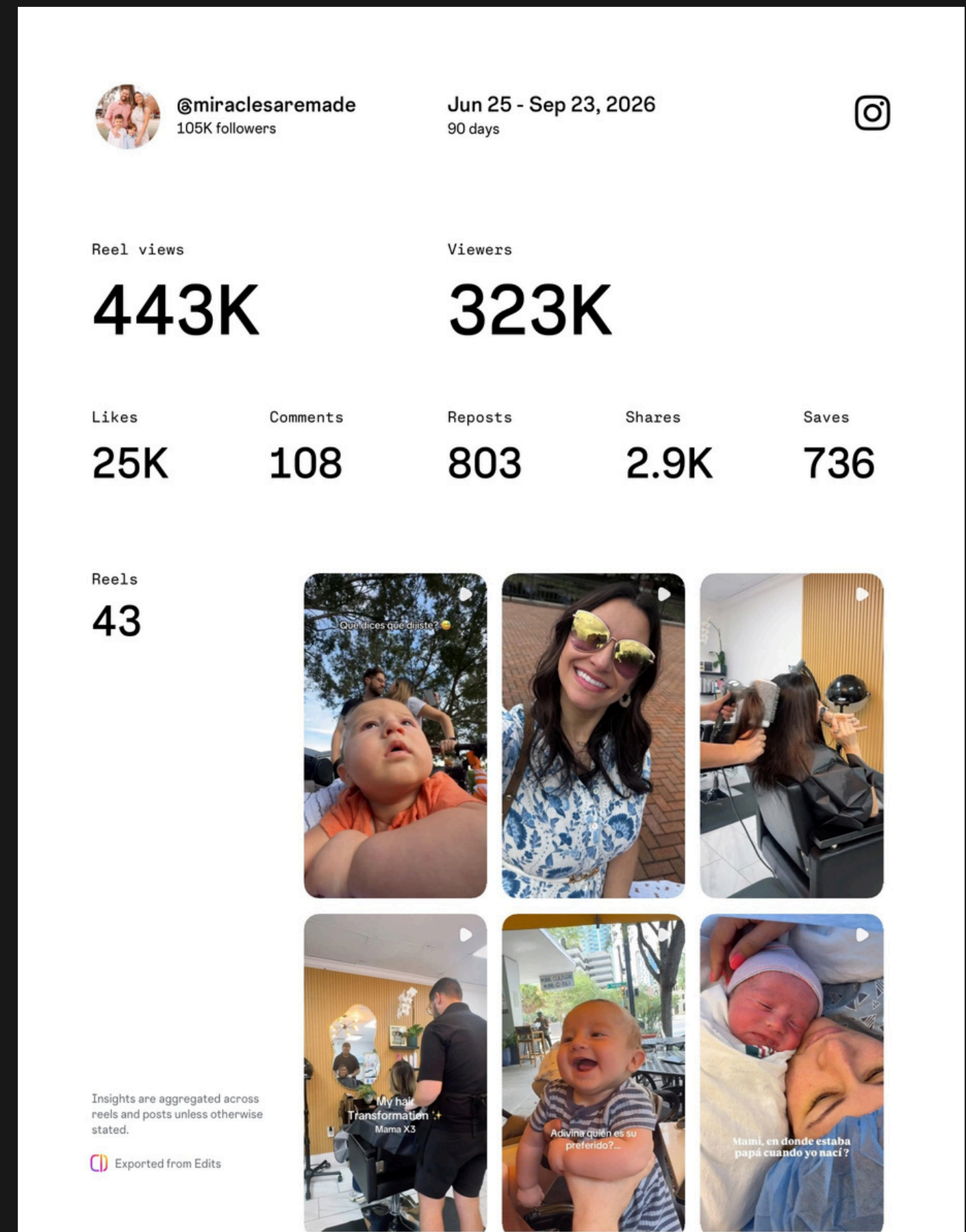
For brands that are a strong fit, I love developing ongoing partnerships and becoming a consistent, authentic voice for the brand within my community.

INSTAGRAM STATS

Over the past 90 days, Diana's content reached 323K viewers and generated 443K Reel views, with more than 25K likes, 2.9K shares, 803 reposts, and 736 saves across 43 Reels.

Her community is predominantly female, with 83.9% women, and nearly three-quarters of her audience falls between the ages of 18–44, with women ages 25–34 representing her largest audience segment at 56%.

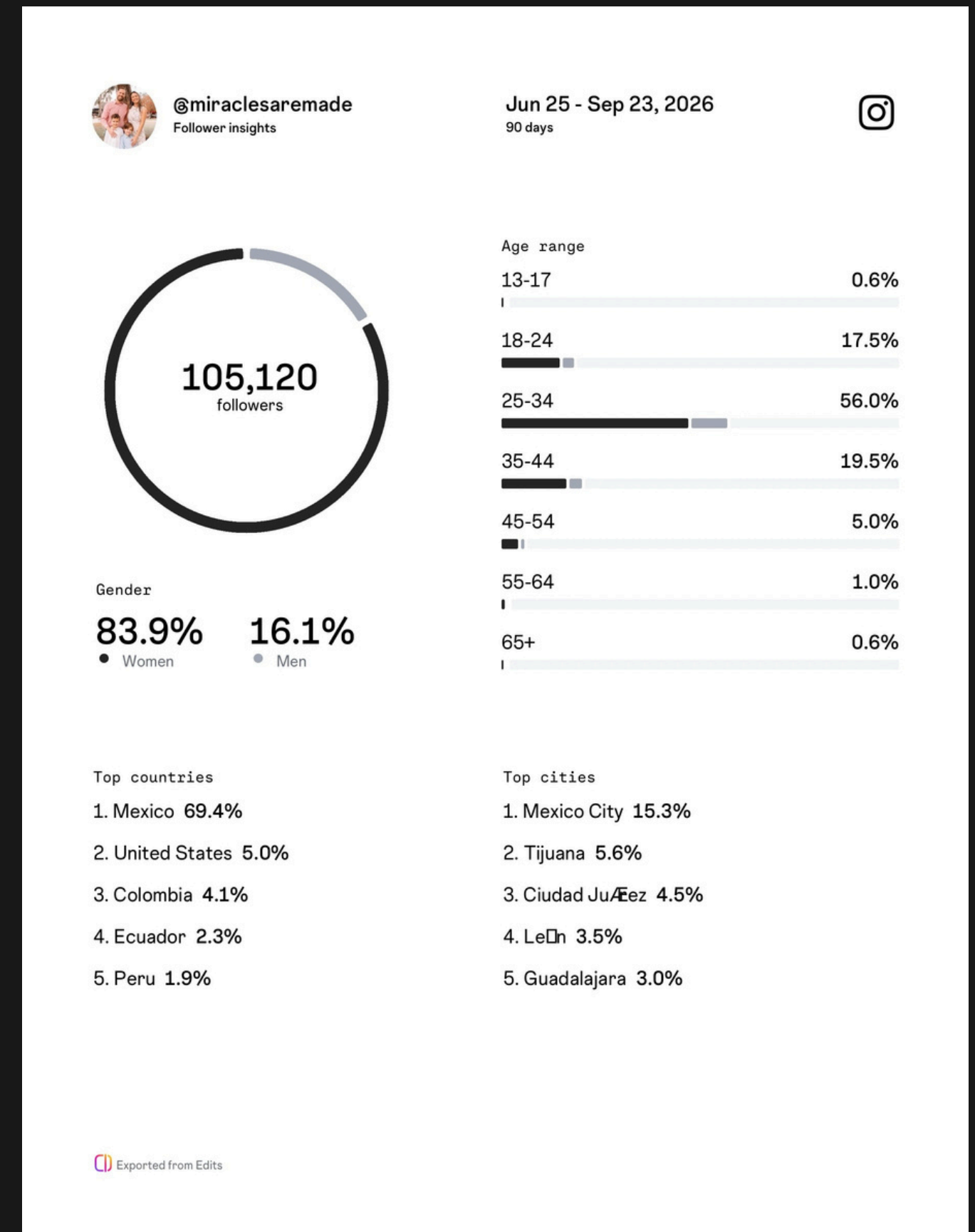
Diana Rosique Sidawi



INSTAGRAM REELS

With a strong audience in Mexico and a growing U.S. presence, Diana connects with women and mothers through relatable, visually engaging content centered around motherhood, family, lifestyle, experiences, and everyday moments.

“Diana has built a community that doesn't just watch her content—they connect with the lifestyle and experiences she shares. Her audience is primarily women in the 25–44 age range, making her a natural fit for brands looking to reach modern mothers and women interested in family, lifestyle, travel, experiences, and everyday products.”



BEST PERFORMING VIDEOS

Diana Rosique Sidawi

Insights

Overview

Audience

Comments

Account ⓘ

90 days ▾

Reels ⓘ

All ▾

Latest

Most views

Most likes

Most comments



Cuidando de nosotros ❤️ ... · 7/4

♡ 12.7K Q 35 ↻ 582 ▾ 2.5K

227K
Views



No le dije que iría a su... · 4/15/25

♡ 9.7K Q 2 ↻ 11 ▾ 23

129K
Views



I command a redo 🤪 ... · 5d

♡ 4.4K Q 7 ↻ 20 ▾ 3

58,033
Views



Hoy preparo su propio... · 5/29/25

♡ 1.1K Q 2 ↻ ▾ 8

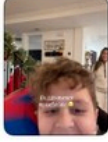
31,578
Views



Todos quieren cargar a bebé... · 9/10

♡ 711 Q ↻ 15 ▾ 59

29,137
Views



Criar hijos antes era muy... · 3/17/25

♡ 91 Q ↻ ▾ 2

21,697
Views



A veces dudo si todo... · 5/27/25

♡ 509 Q ↻ ▾ 6

19,532
Views

PARTNERSHIPS

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Social Media Portfolio



THANK YOU

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