



Viviana
BLUMENTHAL

MEDIA KIT 2020



*Hey there
beautiful soul,
I'm Vitina!*

WELCOME TO MY MEDIA KIT

I'm a creative, a yogi, a free-spirited traveller, a podcaster, and most importantly, a passionate entrepreneur. My love is helping innovative soulpreneurs and creatives incorporate self-development practices into modern Western lifestyles.

It all started when I graduated from OCAD with a design degree. From there, I had a successful (yet stressful) career in the music industry, which concluded as I began my journey of discovery in an Ashram in India ... but that's a story for later (I can't give you all the good stuff in the beginning)!

When I returned from India, I started my first business: ALIGN Creative Minds, an agency that specializes in designing visual identities for wellness brands.

From there, my entrepreneurial spirit has led me on a wonderful journey that's allowed me to start 2 additional businesses: Wanderwell and WanderfulSoul.

Through these experiences, I discovered my passion -- helping wellness entrepreneurs discover their inner greatness and live their best life by finding their authentic, confident voice; tapping into vast reserves of clarity, focus & creativity, and silencing the inner critic that lives inside all of us and destroys our dreams.

This media kit is designed to give you all the basic info at the beginning, but if you keep digging you'll find the juicy stuff later on! I'll see you at the end!

xo Vitina

AS SEEN IN

THE GLOBE AND MAIL

Forbes

WELL + GOOD

Audience



LET'S GET DOWN TO BUSINESS...

My audience primarily consists of women between the ages of 28-40, particularly entrepreneurs and creators. They are curious, they are innovative, and they are forward thinkers. They are dreamers with a passion for self-improvement and an ambition to create a more beautiful world.

They are on a mission to not only positively change their lives, but the lives of those around them. They seek to spread light in any way they can, but know the first step is to look after themselves before looking after others.

Their passion and love for what they do outranks their insecurity and fear of failure ... but it's an ongoing battle they choose to continuously work on. To ensure they stay on track, they surround themselves with people that inspire them and have their best intentions in mind, which is why they gravitate to platforms such as Wanderwell, WonderfulSoul and Soul Compass. Having a community of other like-minded women shows them they aren't alone in their struggles.

THE STATS

43k+
Social Influence

500k+
Monthly Impressions

29k+
Subscribers



*Female Entrepreneurs
& Creatives*



28-40 years old



North America



I'm creative to my core. I'm an adventurous soul with a passion for travel, a healthy lifestyle (especially all things yoga), grand experiences and sharing my love of these things with others. My underlying goal is to collaborate with like-minded individuals and inspire a few people along the way.

I am classically trained in advertising and graphic design with a degree from [OCAD University](#), but I feel like entrepreneurship and travel have always been in my DNA.

My career started during my first internship, under the watchful eye of entertainment mogul Chris Smith of [Chris Smith Management](#) (Nelly Furtado, Alessia Cara). Within a few years, I founded my first venture, Bestfan, Toronto's first online media outlet. Partnering with SONY Music

Entertainment, Warner Music and Universal Music, we created a platform that predicted the latest trends in music, fashion and film.

After successfully exiting Bestfan, I sought bigger, deeper, more meaningful challenges for the next phase of my journey. I set off to travel the world to gain insights, new experiences and a renewed perspective. Part of that journey involved spending a month in an ashram in the southern region of India, where I became a certified yoga instructor. This was my epiphany. I knew the intersection of all these passions was where my true gift lies.

Upon my return to Toronto, I was re-energized and my creative company, [ALIGN Creative Minds](#), took off. I began winning business from scores of wellness clients who wanted to take their brand to the next level.

I run a successful lifestyle business, [WanderfulSoul](#), which started as a passion project. It serves other like-minded soul seekers and is a platform that provides practical tools for a self-discovery journey. I have a personal interest for mental and brain health. I sit on the board of [Women's Brain Health Initiative's](#) Young Person's Cabinet designing programs and events to inspire millennials to start taking care of their brain health.

My journey brought me back to India in the foothills of the Himalayas, where I crossed paths serendipitously with Cait, a woman who shared the same vision as I. We co-created [Wanderwell](#), which was developed to work with luxury hotels and brands to influence the well-being of their elite clients and spread global wellness.

[Soul Compass](#), a branch of WanderfulSoul, is my latest passion project turned successful business. It started as a way to create a deeper connection with my followers and retreat-goers. While a blog seemed like the more traditional road to inspiring and engaging, my voice has always been my strong suit and I ventured into the world of Podcasts - and I have yet to look back!

My passion remains firmly focused on the intersection between well-being and creating unforgettable, transformational experiences.

About The Companies

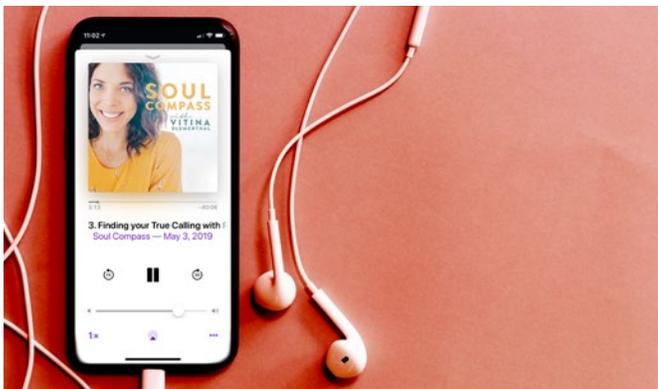


ALIGN CREATIVE MINDS

[Align Creative Minds](#) specializes in working with wellness brands and professionals. We help polish your brand to match the expertise of your craft and/or product. Through online branding courses and custom design, we up-level our clients creative and we love showing it off. We take out the complication that can come when working with a designer so you can focus on your expertise and take care of your clients.

WANDERFULSOUL

[WanderfulSoul](#) is the ultimate platform for self-discovery. The main objective is to enhance the emotional and mental well-being of participants through retreats, programs, and events. As the facilitator, Vitina can personalize retreats to fit each group's unique style, creating an overall specialized experience.



SOUL COMPASS

As the newest addition under the WanderfulSoul umbrella, [Soul Compass](#) is aimed at helping Soulpreneurs on their self-discovery and improvement journey. Through the free podcast and self-development programs, users will discover their inner greatness and will learn how to live their best, most authentic life.

PRESS FEATURES...

- » Marie Claire
- » Forbes & Forbes Travel Guide
- » The Globe and Mail
- » SHAPE
- » Luxury Travel Magazine
- » In Mexico
- » TrendHunter
- » Well + Good
- » Darling Magazine
- » Thrive Global
- » AFAR
- » Robb Report
- » The Santa Barbara Life and Style Magazine
- » And more!

PODCAST FEATURES

- » **The Wise Woman Podcast**
Topic: Self Discovery + Entrepreneurship
- » **Drown the Noise Podcast**
Topic: Self Discovery + Entrepreneurship
- » **This Vibe Tribe**
Topic: Entrepreneurship

COLLABORATIONS

- » Bluboho
- » Saje
- » Airbnb
- » One&Only
- » Lululemon
- » Universal Music

Love Notes

TESTIMONIALS

"I want to thank Vitina for another great yoga retreat. It is always well planned. I would recommend to anyone who is looking for a peaceful spiritual getaway where you can really explore yourself. She attracted a great group of women who all got along and shared their thoughts openly without fear of judgement. I will miss this group and your great mindfulness teachings." - *Vita*

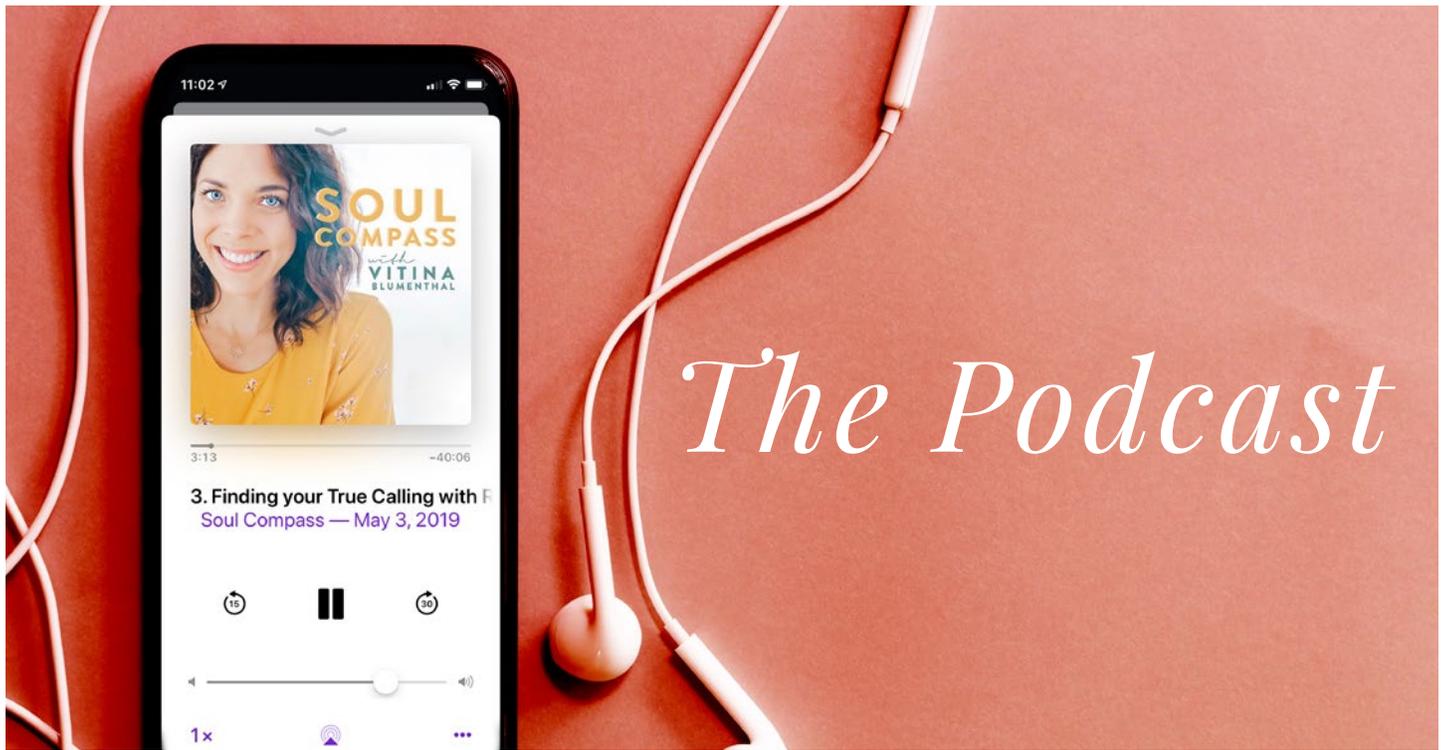
"Vitina is authentic. She is on her own personal quest to practice all that she can, then offers it back to others. Her authenticity becomes part of the most important teaching message. Her personal truth is paramount and she seeks only to return to it, always. Inspiring indeed." - *Anonymous*

"Vitina is a judgement-free human. Some people like to think that they offer unbiased support. Vitina is the real deal. No one could ever feel badly about who they are around Vitina. She knows how to show people that their choices and character traits are valuable and useful to them." - *Anonymous*

"Vitina is an amazing leader and coach. Her energy is empowering, inspiring, and contagious! Her ability to craft an experience that is not only relaxing, but also thought-provoking and contemplative is a real gift. I would love to join her again on another retreat - who knows what I'll discover about myself next time!" - *Slyson*

"I'm so grateful for this retreat. I wanted a life changing experience and that is what I got. So much positive energy and supportive new friends. Thank you for opening my heart, soul and mind to myself and the universe. You truly have a wonderful gift." - *Sharon*

"From before we even arrived I felt at ease and cared for. Wanderwell cares deeply about providing an experience that will be extraordinary and allow you to be honored in the way you deserve to allow you to grow. My trip to Nekupe was the perfect blend of all that I love - jungles, animals, nature, learning, exploring, high-vibe cuisine, people and conversations. I could not be happier with my experience. It's a trip I will forever deeply treasure and one that transformed my life." - *Slyson Charles*



The Podcast

We invite experts to enlighten us with their wisdom and share about topics that excite them the most. Topics are mostly aimed at creative and entrepreneurial women who are looking to expand their minds and adopt/nurture self-development practices. As an extension of WanderfulSoul, the Soul Compass podcast aims to provide women the wisdom and guidance a retreat would, on a platform they can access for free at anytime, in any place, whenever they need. Driving to work, cooking dinner, taking a walk ... you name it! Whenever the mood hits, the podcast is available to give a little confidence boost, provide some reassurance, and to ultimately inspire them to achieve greater success.

NOTABLE EPISODES

- » **It's Not About Me, It's About "Mwe"**
NY Times Bestselling Author + Neuropsychiatrist, Dr. Dan Siegel
- » **Feeling Grateful for Every Moment**
Founder of The LifeLine Center, Dr. Darren Weissman
- » **Understanding Your Birth Chart**
Soul Astrologer, Danielle Paige
- » **Finding Your True Calling**
Rockstar Shaman, Alyson Charles
- » **How Much Sex is Enough & Other Relationship Questions**
Sex and Relationship Therapist, Rachel Wright
- » **Believing in Your Abundance**
Published Author and Prosperity Coach, Joel Salomon

REVIEWS



"Soul Compass was great to listen to. Not only is it easy on your ears with Vitina's velvety voice, but the content is pretty inspiring. I really enjoyed the wisdom that is shared from the variety of soul conscious people that Vitina interviews."

- M. Byers

"I LOVE listening to Vitina's podcast. I choose to listen to her when I want a peaceful commute - her voice is soothing, her guests are insightful, her topics are relevant and soulful. Thank you for making this podcast!"

- Jen



Let's Collaborate

HERE ARE SOME THINGS I LOVE...

SPEAKING ABOUT

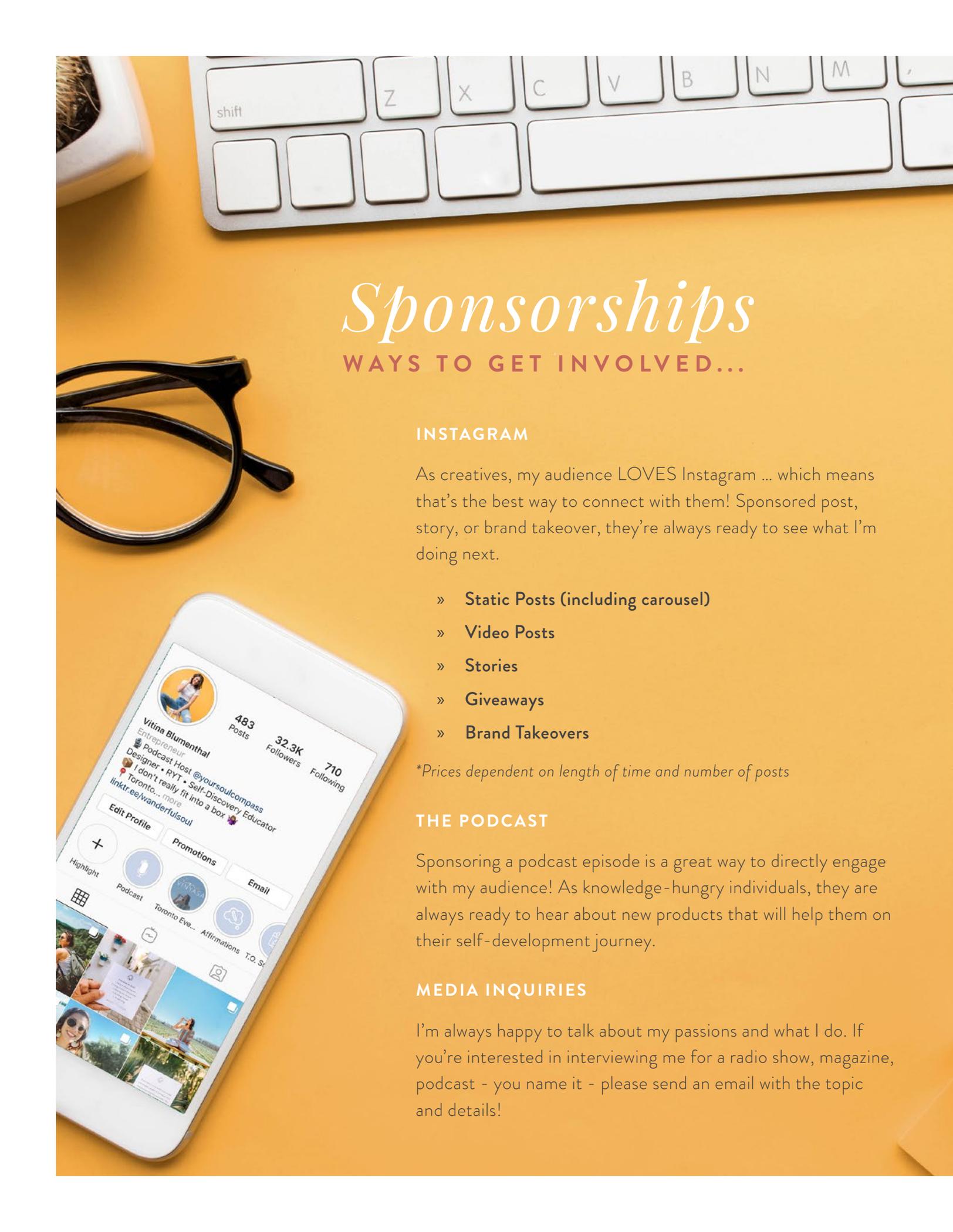
- » Intuitive Branding: Create a vibe that attracts the right tribe for Soulpreneurs
- » Your Energy is Your Business Card: What you're telling people before you even say a word
- » Paralyzing Perfectionism: What's really holding you back on going after your dreams

LEADING

- » Mindfulness Workshops
- » Meditation Sessions
- » Yoga Classes (Vinyasa & Kundalini Fusion)
- » Facilitating Retreats & Workshops
- » Lunch & Learns
- » Festivals and Events

Interested in having me speak at or lead an event?

Send over the event details and dates, and we'll get back to you shortly! Prices dependent on event and location.



Sponsorships

WAYS TO GET INVOLVED...

INSTAGRAM

As creatives, my audience LOVES Instagram ... which means that's the best way to connect with them! Sponsored post, story, or brand takeover, they're always ready to see what I'm doing next.

- » **Static Posts (including carousel)**
- » **Video Posts**
- » **Stories**
- » **Giveaways**
- » **Brand Takeovers**

**Prices dependent on length of time and number of posts*

THE PODCAST

Sponsoring a podcast episode is a great way to directly engage with my audience! As knowledge-hungry individuals, they are always ready to hear about new products that will help them on their self-development journey.

MEDIA INQUIRIES

I'm always happy to talk about my passions and what I do. If you're interested in interviewing me for a radio show, magazine, podcast - you name it - please send an email with the topic and details!



Let's create a beautiful world together!

I like to keep it real. If you have any collaborations in mind, give us a shout and we'll see if our visions align! All collaborations are subject to approval, and may be declined.

I'm so excited to hear from you! My team aims to reply to all emails within 24 hours - I can't wait to team up with you and share your light with the world!

HOW TO CONNECT

Email

namaste@wanderfulsoul.com

Websites

[WanderfulSoul](#)

[Soul Compass](#)

[Align Creative Minds](#)