



it's *skiera* smith

PHOTO | FILM | CONTENT

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ey up, I'm Kiera

Ey up! I'm Kiera. A creative photographer, film maker and content strategist specialising in driving actual results and ROI for businesses across the world. I've helped boutique Air B&Bs in The Peaks and new restaurants in London, to female business owners in Sweden and globally recognised hotel chains in Caribbean.

Vanity metrics are a thing of the past. Every shot, moment and decision I make is geared towards driving bookings, increasing revenue, and building long-term brand equity for the businesses I work with.

We'll work together to get clear on your vision, your goals and what actually matters for your brand. Then I'll bring it to life through beautifully crafted content across social media and digital platforms.

SERVICES

- Professional Photography
- Professional Videography
- Drone Content
- User Generated Content (UGC)

Content can be made either during a shoot or a stay for a more personalised and lifestyle feel to content.

My Vision

01. Create engaging, scroll-stopping content across social media platforms that authentically grows my client's online presence whilst focusing on data that drives results that they actually care about - likes don't pay bills, right?
02. Capture the mood and feeling generated by staying at different locations. To help convert those views into bookings - people buy into experiences, that's what I focus on
03. Stay on top of current social media trends and what's actually performing well, so the content feels fresh, relevant and made for the platforms it's being posted on.
04. Bring the location to life through content that is both practical and aspirational. I show the rooms, the facilities, the people, the key areas in a way that helps people imagine themselves there and answer the 'I wonder what it's like there' question before they've even arrived





portfolio

My photography is for hospitality brands, boutique stays, small businesses and independent venues that actually care how they show up online. The places with character. The spaces with atmosphere. The ones where the details matter.

I shoot the bits that make people stop scrolling and think, “okay, I need to go there.” The interiors, the textures, the food, the little corners, the guest experience, the feeling of being there.

My aim is to create imagery that feels inviting, considered and full of personality. Yes, I will create content that makes your business look beautiful (that’s a given...) but more importantly, I will make content that makes people want to book, visit, enquire or buy.



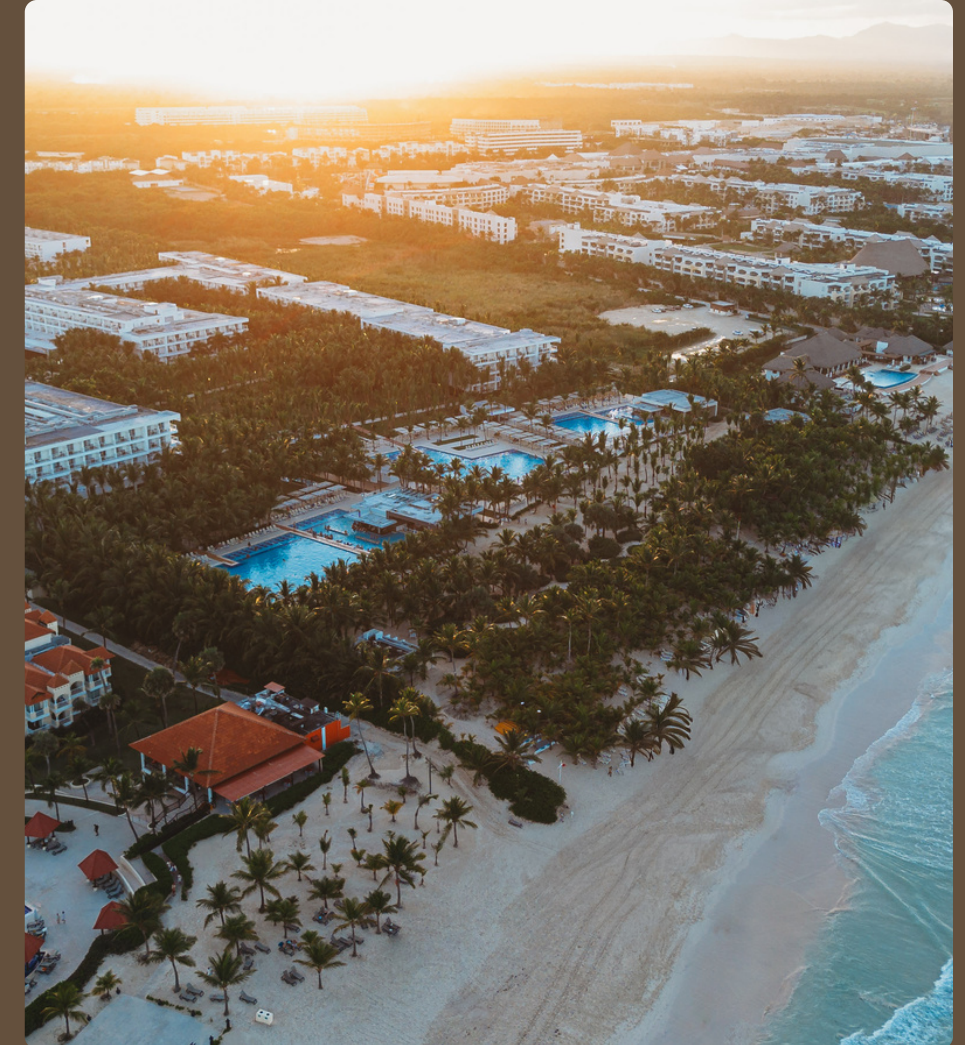


drone

Drone photography and videography gives a perspective your guests simply can't capture for themselves and that's exactly what makes it so powerful. It instantly adds a more elevated, premium feel to your content, showing off the scale of the property, the setting, the surroundings and the overall experience in a way that feels far more impactful than ground-level content alone.

For hotels, resorts and staycation spots, drone content helps sell the bigger the location, the atmosphere and the feeling of being there, adding that cinematic layer that stops people scrolling and makes them pay attention.

When combined with lifestyle, interior and food content, that's when your full story is being told and you can give potential customers a taste of all elements of the business.





UGC

User generated content is one of the best performing content across social media, by a country mile. It offers an authentic and relatable perspective that gives potential customers opportunities can truly see what it like to be a part of your business and helps them resonate with what your business has to offer. It is a super-tool to showcase real guest experiences, ultimately building trust and gives them that final push to buy/stay with you.

UGC + professional photo/film = customers that want to buy

Thank you



LET'S CHAT

You know your content needs a glow up.
You need more feet through the door.
You want more enquiries landing in the inbox.

Let's hop on a call and get the ball rolling.

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