

MEDIA KIT



CONTENT PRODUCER
&
STORYTELLER

HOLY CITY HANDCRAFT

CHARLESTON



S. CAROLINA



"...HIS INSTAGRAM IS CONTINUOUSLY AND CAREFULLY UPDATED WITH CREATIVE COCKTAILS — AND PROMINENT BRANDS — ON FULL DISPLAY."

CHARLESTON
CITY PAPER



ABOUT HANDCRAFT

HANDCRAFT is based in beautiful Charleston, South Carolina and partners with brands across the country to create content in the form of thoughtful stories, stunning photography and/or engaging videos.

Handcraft highlights an elevated, but authentic lifestyle with a strong focus on spirits and cocktail culture. Handcraft is highly versatile and can easily incorporate content such as men's fashion, food, travel, and local/national events, just to name a few. All content is creatively styled and professionally shot by founder, Miguel Buencamino, to cater to the brand's needs while maintaining an aesthetic and authenticity unique to Handcraft.

PAST HANDCRAFT COLLABORATIONS

INSIGHT



REACH



IMPRESSIONS

DEMOGRAPHICS



LOCATION



MEN



AGES

imbibe

GARDEN & GUN

EATER

BuzzFeed

THRILLIST



CAMPARI

DIAGEO



J. Crew



charleston
magazine

WINE
CHS
FOOD



tales of the
COCKTAIL



Beam
SUNTORY



OLD
FORESTER
THE FIRST BOTTLED BOURBON



The
MACALLAN
HIGHLAND SINGLE MALT
SCOTCH WHISKY





TALK ABOUT CREATIVE

HANDCRAFT was founded in 2015 by Miguel Buencamino to share his passion for homemade meals and cocktails with his friends and family.

Over the years, he has refined his knowledge of southern culture while also honing his skills in capturing his lifestyle through his own unique aesthetic. Miguel strives to produce stunning digital content to drive social media engagement while maintaining authenticity to his craft.

Miguel is a firm believer in the ability to master any area of expertise one is passionate about and hopes to share his passion for creativity to inspire through his experiences and creations on **HANDCRAFT**.

" THE MAN CAN PHOTOGRAPH COCKTAILS AND THEIR REFLECTIVE, GLISTENING CUBES, ORBS, OR CHIPS IN A WAY THAT MAKES YOU SEE THE ART OF THE COCKTAIL BEFORE YOU EVEN READ THE DESCRIPTION."

POST AND COURIER



LET'S
GET TO
WORK.

HOLY CITY HANDCRAFT



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