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RAMIRO  
RUSSELL

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FREELANCE WRITER  
VIDEOGRAPHER  
VLOGGER  
CONTENT CREATOR  
PODCASTER  
LIFESTYLE SHOW HOST



## WHAT'S MY STORY ?



I've been writing for decades, and vlogging Fitness & Lifestyle Content since early 2000.

I'm a seasons Public Speaker that was featured on FOX, NBC TV, for my Anti-Bully & Empowering Seminars, and for Jumping Rope on LIVE TV for a fitness challenge.

I'm a Content Creator who travels frequently documenting the journeys as they unfold, from international, domestic and my favorite, "Stay-Cations"

## OVERVIEW

TRAVEL VLOG, INSTAGRAM, TIKTOK, FACEBOOK, TWITTER

**R2FACTS.TV**

 **Instagram**

 **TikTok**

**twitter** 

 **facebook**

- Global Audience
- **15,000 MPV**
- 60% US Audience
- 2 Articles/Week
- 1 Show/week

- Global Audience
- **41.1k** Followers
- 25k + Engagement
- Loyal Following
- Monetized “Reels”
- Instagram Subscription

- Global Audience
- **13.9k** Followers
- Viral Video 200k
- Heavy Endagment
- Weekly TikTok Lives

- Global Audience
- **12.6k** Followers
- Loyal Following
- Super Follow

- Global Audience
- **3000** Followers
- Loyal Following

## WHAT SETS ME APART.



I personally write every article on my travel/food blog as well as film, edit & produce all 4 lifestyle shows. I'm a seasons public speaker and emcee, with a unique way of delivering a story where my followers can all relate. When I travel, domestic or forigen, I document my adventures/journey, in turn thousands of people watch the show and many of them appreciate my recommendations and follow the same journey in the months to follow.

As the writer/producer of my own Internet Tv Show, I have the backing a full service Digital Media Firm & the Distribution of Internet TV Streaming company headquarters in Singapore with offices in Malaysia, India & Arizona. Streaming through SouthEast Asia has a frequency & Reach to over 1.12 Million HH(households) I have a unique, yet professional connection to millennials and young adults due to my interactive public seminars and appearances and they visit my social media to keep up to date on what's happening.

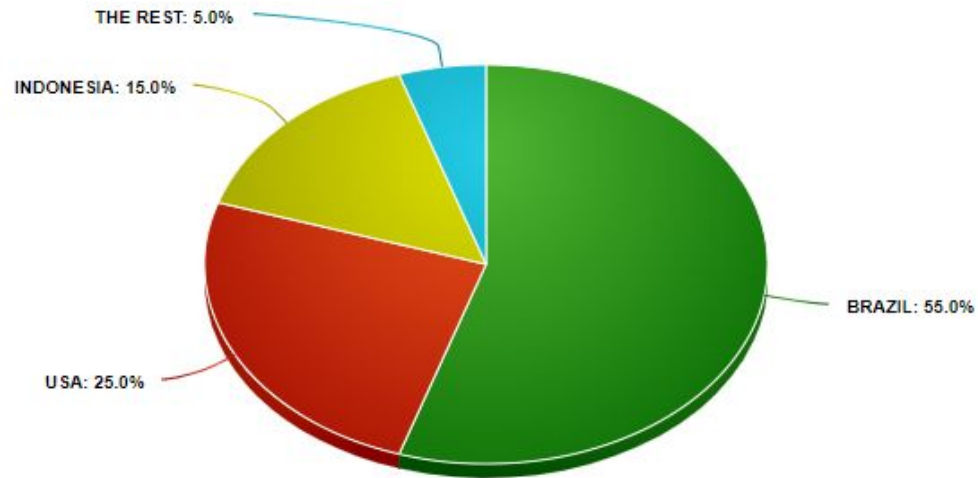
**IFACTS.TV** AUDIENCE

- 15,000 monthly page views (MPV)
- 7000 unique visitors monthly
- 2 new articles per month
- 1 new shows per month
- 18-45 demographic



## Instagram AUDIENCE

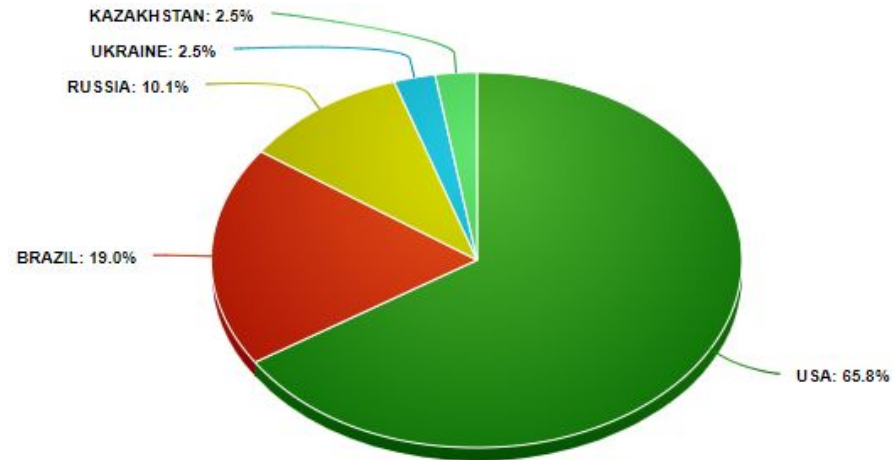
- 41.1k + Followers
- 9000 + Engagement per featured post
- 18-45 Demographic
- 36.9% Female / 63.1% Male Followers





## **TikTok** AUDIENCE

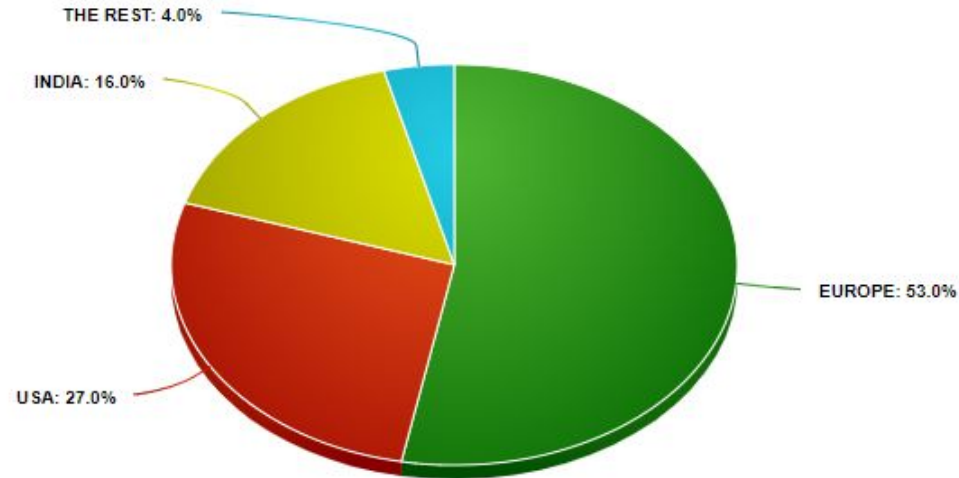
- 13.9k+ Followers
- 3200 + Engagement featured on Viral post
- Viral Post 200,000 + Views
- 65.6% Female / 34.4% Male Followers





## facebook fanpage AUDIENCE

- 3000 Followers
- 5000 + Engagement per featured post
- 18-45 Demographic
- 46% Female / 54% Male Followers

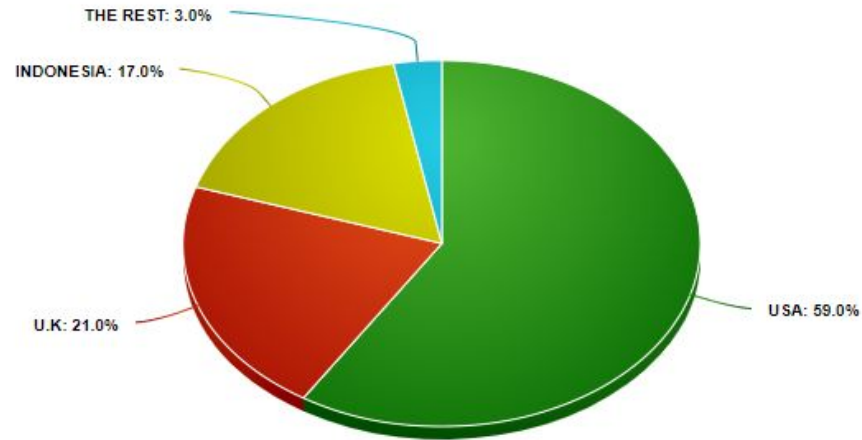






## twitter AUDIENCE

- 12.6k+ Followers
- Heavy Engagement & RT
- 53.6% Female / 46.4% Male Followers



## CONTENT CREATOR

I am an experienced content creator/influencer having worked on over 50 campaigns with brands & companies & I have made several TV/Radio appearances as well as featured in magazines and newspapers.

My goal is to create high quality engaging images and videos that not only promote a destination, sell a product, but tell a story that encourages a call to action.



PREVIOUS  
COLLABORATIONS



PHOTO PACKAGE  
OPTIONS

- 5 Hi Res Photos
- 10 Hi Res Photos
- 20 Hi Res Photos



## FEATURED INSTAGRAM POST

- 1 Permanent post featuring your product/brand on photo, tag and mention on photo
- 3 Permanent post featuring your product/brand on photo, tag and mention on photo



## FEATURED INSTAGRAM STORY/REEL

- 5 post including stills & videos featuring your product/brand, Hotel or Destination
- Reach up to 10,000 views per story. Total 50,000 views (on sponsored post)

