

MEDIA KIT

@FOLLOWMARIO

MARIO MORENO SEARS

MARKETING, BRANDING & AI CONTENT CREATOR





BACKGROUND

Mario is a marketing expert and educator by nature. He creates content that **educates, inspires and entertains** his audience of marketers, social media managers, business professionals, creators and other industry interested audiences.

Unlike other creators, Mario has **16 years** in the industry and is trusted through his work and recommendations. His content is helpful, relatable and genuine. He works full time at H&M as a marketer for the Americas Region, is a dad to a newborn baby boy, an entrepreneur and is a digital content creator.

He focuses primarily on business, marketing, branding, tech and Ai content on his TikTok and uses his Instagram for more lifestyle content.

TIKTOK OVERVIEW

TIKTOK FOLLOWERS

~200K

ENGAGEMENT RATE

3.1%

YTD VIEWS

33.1M

AVG. VIEWS PER
SPONS VIDEO

18K

NOTEWORTHY COLLABORATIONS

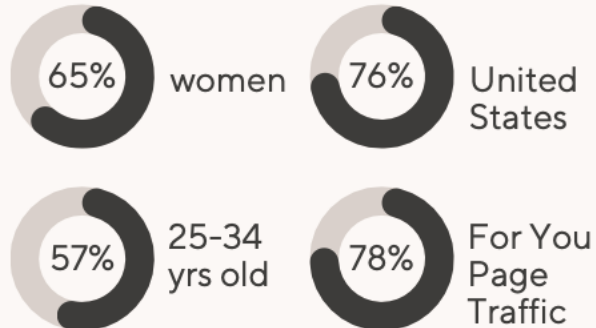


TOP COUNTRIES

- United States 76%
- United Kingdom 4%
- Malaysia 4%
- Canada 3.5%

Note: Mario has global reach and has been amplified w/ other creator account reposts.

DEMOGRAPHICS



Click here to
watch an intro
video & see
my editing style!



INSTAGRAM OVERVIEW

INSTA FOLLOWERS

22K

ENGAGEMENT RATE

2.6%

AVG. VIEWS PER
SPONS VIDEO

1.3K

MONTHLY VIEWS

55K

VIEWS FROM FOLLOWERS

81%

VIEWS FROM FOLLOWERS

81%

GENDER BREAKDOWN

66% MEN
34% WOMEN

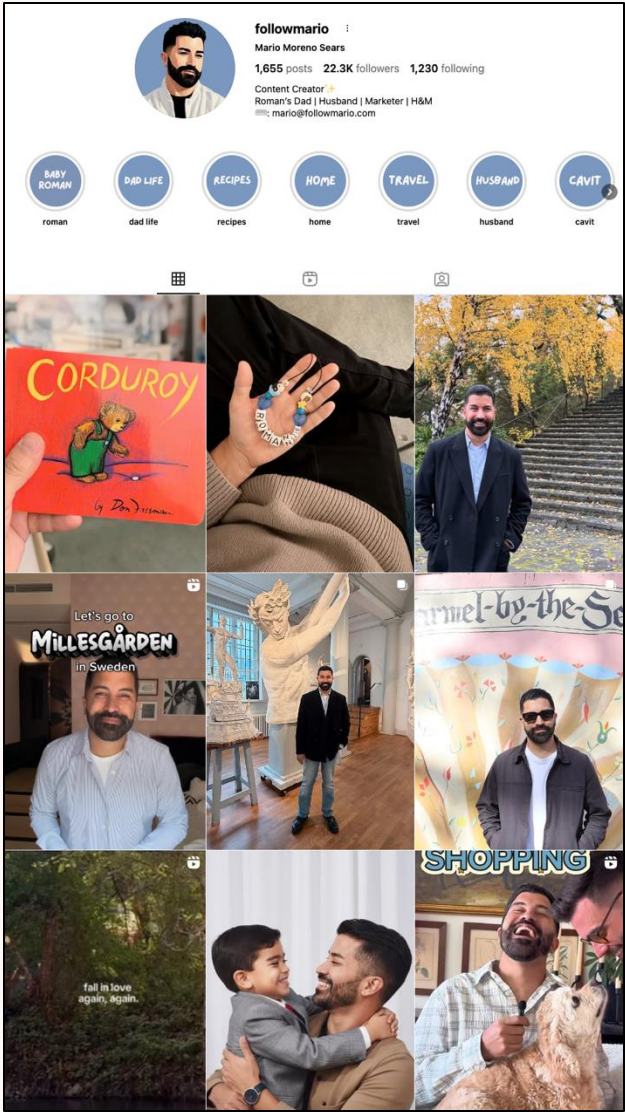
MAIN AGE RANGES

25 – 34 – 38%
35 – 44 – 36%
45 – 54 – 13%

LOCATION BREAKDOWN

UNITED STATES 81%
MEXICO 5.7%
BRAZIL 4.2%
UNITED KINGDOM 3.1%

Major Cities: New York, Los Angeles,
Mexico City, London



EXAMPLES



Note: Click each video thumbnail to watch the sponsored video on TikTok.



THANK YOU

LET'S GET IN TOUCH
MARIO@FOLLOWMARIO.COM