

MEDIA KIT

STÉFANO GIRARDELLI

expressing the art of living.

@stefanogirardelli

October 2026

who is Stéfano?

Stéfano is a designer, creator, and storyteller driven by the passion for the art of living. His world moves between design, travel, music, sports, and the outdoors capturing real experiences and turning them into stories worth sharing.

AGE

29 years old

BASED IN

São Paulo

CREATING SINCE

2010

WHAT SETS HIM APART

He handles the creative and art direction, shoots, edits and delivers with a cinematic finish, on his own and from anywhere.



content pillars

travel | lifestyle | music | sport | nature | routine | remote work | surf | hiking | self-knowledge



Vulcan Pacaya
Guatemala



Vulcan Acatenango
Guatemala



Vulcan Lonquimay
Chile



Bongeunsa, Seoul
South Korea



Itamambuca, Ubatuba
Brasil



Hyrox, Rio de Janeiro
Brasil

on social

INSTAGRAM	YOUTUBE	TIKTOK
34.6 K	266	20.2 K
followers	subscribers	followers
@stefanogirardelli	@stefano_girardelli	@stefano_girardelli

the performance

TOTAL VIEWS 6.8 M	PROFILE VISITS 81 K	VIEWS FROM NON-FOLLOWERS 85.9%	ENGAGEMENT RATE 20.7%

ACCOUNTS REACHED 4.1 M	TOTAL INTERACTIONS 852.2 K	NEW FOLLOWERS +16.1 K	AVERAGE PER REEL 112.1 K	AVERAGE PER STORY 4.2 K

Instagram Insights, August to October 2026

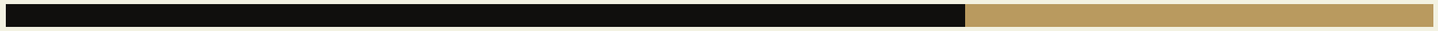
the audience

WOMEN

67.2%

MEN

32.8%



MAIN AGE RANGE

25–44

BY AGE

13–17	2%
18–24	10%
25–34	33%
35–44	28%
45+	28%

MOST ENGAGED CITY

São Paulo

also Rio de Janeiro · Lavras · Belo Horizonte

COUNTRIES

Brasil	93%
United States	2%
Portugal	1%

Instagram Insights, August to October 2026

the work



SERIES

Descobre no Caminho

#01 — Coffee in the Serra da Bocaina

watch the episode ↗

BRANDS

- Orla Sunglasses
- Kayland
- Blackout

let's work together

01

ugc

videos for the brand to run on its own channels and in paid media

02

films

mini-documentaries with a cinematic look

03

photography

product and lifestyle shoots on location

04

creative direction

concept, script and visual identity for campaigns

DELIVERABLES

reel · set of stories · YouTube video · presence at an event or on a trip

GEAR

Fujifilm x100V · DJI Mini 4 Pro · DJI Flip · Insta 360 Go 3 · iPhone 17 Pro Max · DJI Mic Mini 2 · AKG p420 · Scarlett 2i2 3rd Gen

RATES

on request, by scope, timeline and usage rights

my calendar

If your brand has a story that belongs somewhere along my way, let's create together.

WHEN	WHERE	WHAT
JUL 2026	New York, United States	content creation at the World Cup finals
AUG 2026	Extrema, Brazil	hiking Pico do Lopo
SEP 2026	Lavras, Brazil	off-roading in the Serra da Bocaina
• OCT 2026	Extrema, Brazil	sunrise on Pico do Lopo
NOV 2026	Rio de Janeiro, Brazil	Hyrox competition
NOV 2026	Sarapuí, Brazil	dome building course

get in touch

contato@stefanogirardelli.com.br ↗

WHATSAPP	+55 35 99967-1996
WEBSITE	stefanogirardelli.com.br
SOCIAL	instagram ↗ youtube ↗ tiktok ↗

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