

FRANCISCO MARTINEZ

RISING MEDIA PERSONALITY

Understanding Brazil.
Sharing it with the world.

88.4K

FOLLOWERS

5.1M

MONTHLY VIEWS

2.57M

MONTHLY REACH

RIO DE JANEIRO · BRAZIL

@ciscosworld



A rising media personality. A platform ready to scale.

Francisco Martinez is an American-born, Rio-based creator and on-camera personality building a fast-growing media platform around Brazilian culture, football and entertainment.

His content combines mass-appeal entertainment with cultural access—turning stadiums, communities, personalities and everyday Brazilian life into highly shareable stories that reach millions organically.

With a Brazilian-majority audience, trilingual delivery and formats spanning social video, interviews, events and documentary storytelling, Francisco gives brands a distinctive personality through which to enter Brazilian conversations.

PERSONALITY · PERFORMANCE · RANGE · CULTURAL RELEVANCE



A CREATOR TODAY. A MEDIA PROPERTY IN THE MAKING.

Built for attention. Positioned for longevity.

The advantage is range: Francisco can move between entertainment and depth without losing the audience.

One recognizable on-camera personality connects football, culture, food, travel, interviews and everyday Brazilian life—giving audiences multiple reasons to watch and brands multiple ways to participate.

Football creates passion and scale.

Culture creates relevance and trust.

Personality connects every format.

ONE RECOGNIZABLE PERSONALITY · MULTIPLE HIGH-VALUE CONTENT TERRITORIES





AUDIENCE OVERVIEW

A Brazilian community in its prime adult years.

People who connect through culture, football, travel, identity and real stories.

88.4K FOLLOWERS

@ciscosworld

69.2% are between 25 and 44

A commercially valuable community in its prime travel, lifestyle and purchasing years.

56.4%

FEMALE

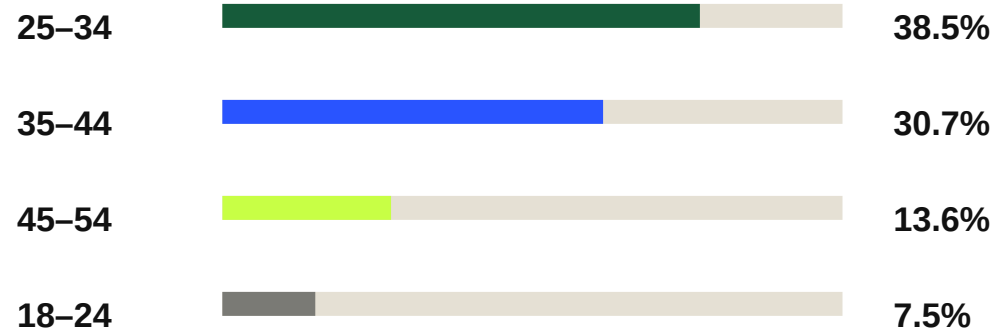
43.6%

MALE

6.5%

AGES 55–64

AGE DISTRIBUTION



The audience is mature enough to spend—and curious enough to discover.

Concentrated in Brazil’s cultural and economic centers.

Francisco’s community consists primarily of Brazilian adults between 25 and 44. It is concentrated in major cities and united by curiosity about Brazil, its culture and its place in the world.

TOP COUNTRIES

Brazil	63.7%
United States	8.6%
Colombia	2.9%
Mexico	1.9%
Argentina	1.8%

TOP CITIES

Rio de Janeiro
São Paulo
Manaus
Salvador
Belo Horizonte

AUDIENCE INTERESTS

-  Brazilian culture
-  Football
-  Travel and exploration
-  Cultural identity
-  International perspectives
-  Cross-cultural experiences
-  Lifestyle and entertainment



Discovery turns into action.

Strong reach is only the beginning. Francisco's content brings new people into the community, sends them to the profile and gives them a reason to stay.

5.14M

VIEWS

2.57M

ACCOUNTS REACHED

343,434

INTERACTIONS

90.8%

NON-FOLLOWER REACH

157,798

PROFILE VISITS

27,099

NET FOLLOWER GROWTH





Momentum holds across a longer window.

The 60-day view confirms sustained discovery and interaction—not a single-post spike.

8,187,126

VIEWS

3,924,054

ACCOUNTS REACHED

613,356

INTERACTIONS

268,710

PROFILE VISITS

43,330

NET FOLLOWER GROWTH*

WHAT THE LONGER WINDOW SHOWS

More than 8.1 million views and 613,000 interactions demonstrate recurring audience demand across multiple pieces of content.

*Net follower growth is measured across the stated 60-day window.

Four stories. Four different kinds of proof.

Scale, reach, follower conversion and community discussion—all generated through organic storytelling.

01	My Brazilian girlfriend tried to teach me forró	1.97M views	1.47M reached	68K+ interactions
02	Brazilian who supports Argentina	1.34M views	820K+ reached	36K+ interactions
03	Who let the gringo into the baile?	1.2M views	642K+ reached	8,500+ followers
04	What does it mean to be Brazilian?	390K+ views	1,400+ comments	High discussion



Why brands should move early.

The performance is current. The personality is memorable. The platform has room to become significantly larger.

BUILT FOR THE NEXT STAGE

01

Recognizable media personality

A distinctive on-camera presence audiences remember.

03

Proven audience conversion

More than 27,000 net followers added in 30 days.

05

Valuable Brazilian audience

Brazilian-majority, female-majority and concentrated between 25 and 44.

02

Organic discovery engine

More than 90% of recent reach comes from non-followers.

04

Cross-category range

Football, culture, entertainment, food, travel and interviews.

06

Trilingual commercial versatility

Campaigns can be delivered in English, Spanish and Portuguese.

A commercial platform with room to scale.

Francisco can create for the feed today—and grow with partners into recurring formats, live experiences and larger productions.

INTERNATIONAL BRANDS SEEKING BRAZILIAN RELEVANCE

A credible way into Brazilian conversations through cultural access, audience trust and native storytelling.

BRAZILIAN BRANDS SEEKING GLOBAL REACH

A trilingual personality who can translate Brazilian stories for international audiences.

01

SPORTS & ENTERTAINMENT

Football · clubs · leagues · events · media · live experiences

02

TRAVEL & HOSPITALITY

Destinations · airlines · hotels · tourism platforms · experiences

03

CONSUMER BRANDS & TECHNOLOGY

Fintech · food and beverage · lifestyle · apps · consumer products

Partnerships built to perform—and grow.

From native social activations to repeatable branded formats, every partnership is designed around audience behavior and business goals.

EARLY PARTNER ADVANTAGE

Current momentum
88.4K · 90.8% discovery

Next-stage upside
Formats · events · ambassadorships

Instagram Reel integrations

High-reach native stories designed around audience attention.

Story campaigns

Interactive campaigns built for response and participation.

Destination features

On-location campaigns that turn destinations into stories.

Event coverage

Hosting, coverage and real-time audience access.

Long-form interviews

Founder, athlete, talent and branded conversations.

Documentary campaigns

Deeper branded stories designed for credibility and lasting value.

CAMPAIGNS CAN BE CREATED IN ENGLISH, SPANISH OR PORTUGUESE



Attention earns the view.

Personality builds the brand.

A recognizable presence, proven organic reach and the ability to perform across football, culture, entertainment and documentary storytelling make Francisco valuable now—and increasingly difficult to replicate as the platform grows.

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MOMENTUM IS REAL. THE OPPORTUNITY IS NOW.

RECOGNIZABLE PRESENCE

A personality audiences remember.

CONTENT WITH RANGE

Multiple categories. One consistent identity.

CULTURAL RELEVANCE

Brazilian stories told with access and respect.

BUILT TO SCALE

Social, hosting, live formats and larger productions.
