

CHEMA SUAREZ

LIFESTYLE - MENSFASHION - TRAVEL



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COUNTRY: UNITED STATES / SPAIN

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GENDER: MALE



ABOUT ME:

I'm a Lifestyle, MensFashion, Travel **Content Creator** from Madrid, Spain. Based in Los Angeles, California, since 2014.

I define myself as a creative person and I like to focus on producing valuable and entertaining content that engages worldwide audiences.

I aim to inspire people with fashion ideas, lifestyle, travel tips, and healthy habits.

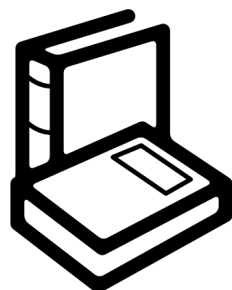
It is my ultimate goal **to encourage people** to live to their fullest potential and work on their self-love by giving them practical advice and inspiration.

MY MISSION IS TO:



INSPIRE

To feel confident about themselves, their body, and to express their fashion sense.



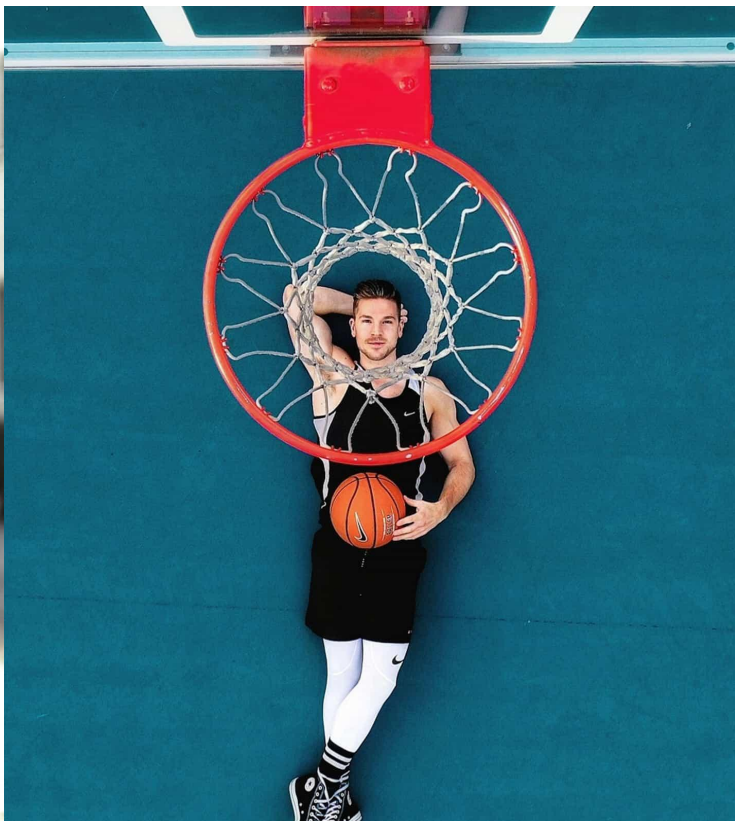
EDUCATE

How to take an affordable, smart and stylish approach to dressing themselves.



MOTIVATE

To take a step out of their comfort zone and become the best versions they can be.



SOCIAL MEDIA STATS



30.1K FOLLOWERS
@xemasuarez



5.950 FOLLOWERS
facebook.com/xemasuarez10

AVERAGE INSTAGRAM ENGAGEMENT RATE: 8%



@xemasuarez



@xemasuarez



DEMOGRAPHICS

GENDER



Men 44%
Women 56%

AGE GROUP



18 - 24 34%
25 - 34 38%
35 - 44 15%

LOCATION



US 20%
Brazil 20%
Spain 7%

LANGUAGE



English
Spanish
Italian

SPECIAL SKILLS

OUTSTANDING CONTENT CREATION, INCLUDING:

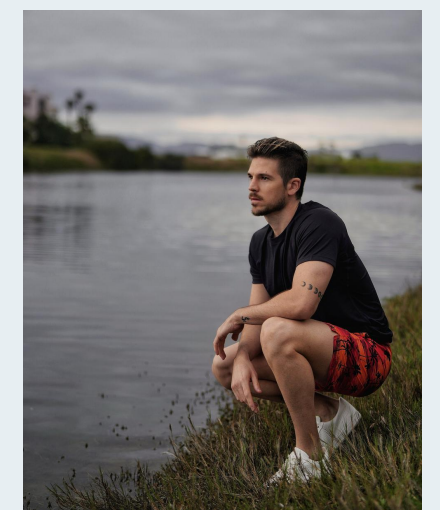
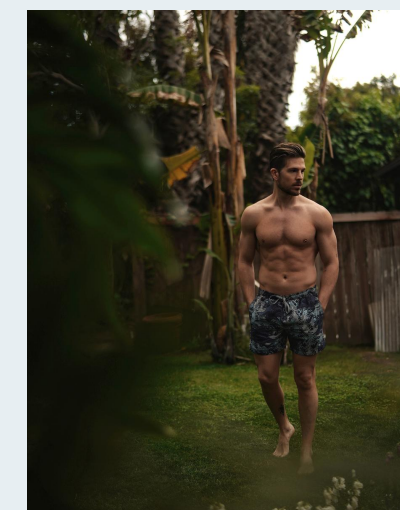
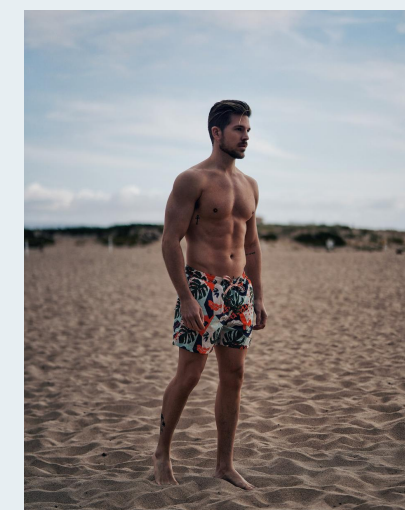
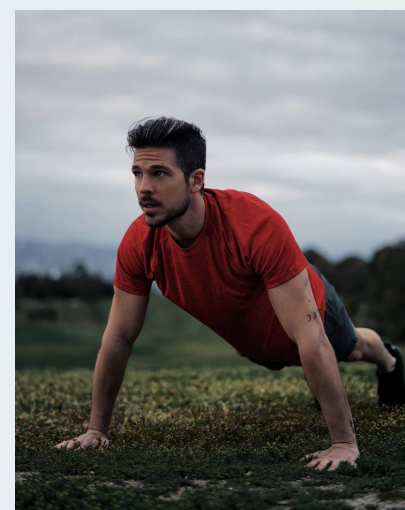
- PHOTO EDITING IN ADOBE PROGRAMS;
- VIDEO EDITING;
- PROFESSIONAL CAMERAMAN ABILITIES;
- PROFFESIONAL COPYWRITING;
- MARKET RESEARCH;
- FACEBOOK AND INSTAGRAM ADS EXPERT;



MOST SUCCESSFUL PARTNERSHIP:



❤️ 7.696 💬 107 🖱️ 669 ➦ 320



SAXX UNDERWEAR

This was my first experience with the brand @saxxunderwear. I got hired to participate and promote creatively their summer 2020 swimwear collection.

Saxx gave me the chance to come up with a concept of my own, which is always so exciting for any creative person like me.

It was a very succesful experience for both Saxx and myself. Fortunately, all posts became viral and had incredible engagement.

PREVIOUS COLLABORATIONS:

GUESS

@Guess and I have had a continuous partnership thorough this year.

They have been kind enough to have my pick on whichever outfit I wanted to promote to my audience.

We have had four fruitful collaborations and some of them have been shared on their main Instagram page.

3.562 74 155 27



1.673 36 96 11

One of my goals was to work for @Nike. I was selected from many to represent them on their swimwear campaign for 2019.

The campaign was center around the idea that Nike Swimwear is not only for the beach or the pool, but also to be worn as casual fashion for everyday life.

It was an incredible experience working for one of the top sports brands in the world

NIKE

JAMESON

Saint Patrick's Day was a big date for @Jameson.

They chose to work with me to push their new Cold Brew product onto my audience and to remind them that Jameson is, and will keep being, the best Irish Whiskey in the market.

The pictures were intended to be a bit darker and sophisticated. We scouted for hours for the perfect place in Los Angeles.



2.102



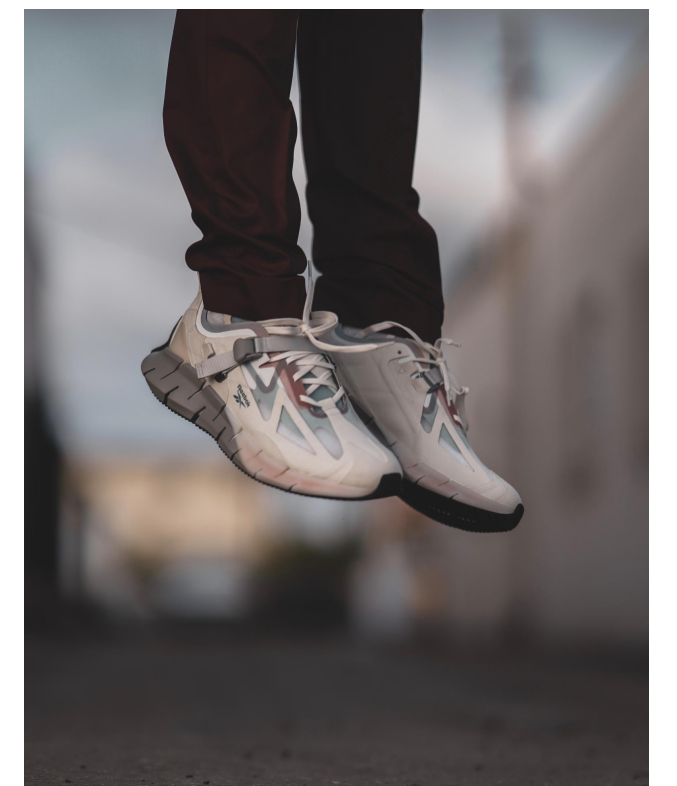
34



132



25



1.247



33



47



14

@Reebok's campaign was a double win for me. Not only did I get to partner with a giant in shoe-making, but also I got to keep their amazing shoes.

Reebok's Zig Kinetica is the their newest and trendiest item of the season.

Could not have asked for more.

REEBOK

EXPRESS MEN

@Expressmen has been a longtime partner. I am really happy to be working with one of the most important fashion brands in the US.

They have given me creative freedom which has led to fantastic road trip in order to get the perfect picture for the perfect outfit

ExpressMen has been kind enough to share my pictures on their main Instagram account every single time that I have worked with them.



5.417



88



545



110



1.238



68



20



20

@Thecoffeebean give me the chance to work with my girlfriend for their Xmas Campaign,

Their concept was based on a great cause. The idea was to promote sharing and love with others during the holidays.

If you bought a cup of coffee, you could get a second cup of coffee for free to give to a friend, family or a stranger,

I really enjoy these types of campaigns because I feel like I could be making somebody's day a little better.

COFFEE BEAN

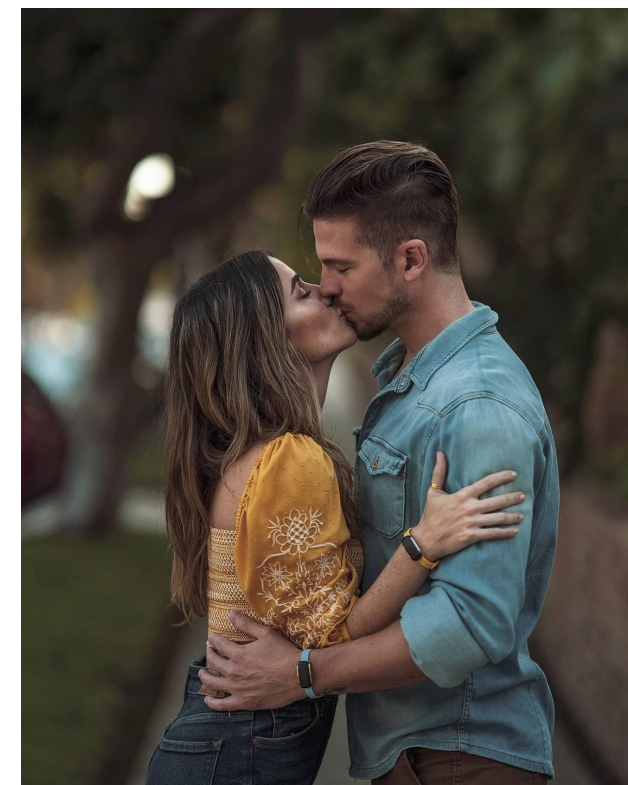
SCHICK

Who does not want a new look during quarantine?

Being locked up for so long could be extremely boring, and changing my look is one of the ways I use to keep things fun.

@shickhydro wanted me to show that I can achieve a new look just by using their new razor Hydro 5 Sense.

With this campaign I got super creative and went for a vintage look to set myself apart for other razor collabs.



Love is the most important thing to me.

@BondTouch gave me the gift of being able to stay in constant contact with my girlfriend through their amazing vibrating bracelets.

It was important for me to include her, and give my audience a glimpse of my personal life in order to establish the importance of communication and strong real bonds.

BOND TOUCH

DYSON US

Design and Style define @Dyson. It was an easy sell for me to agree to this campaign.

Not only did I get an amazing quality product but I use it in my everyday life while working as pictured on my post.

It was exciting to work with someone who has such a close aesthetic to mine.



1.068



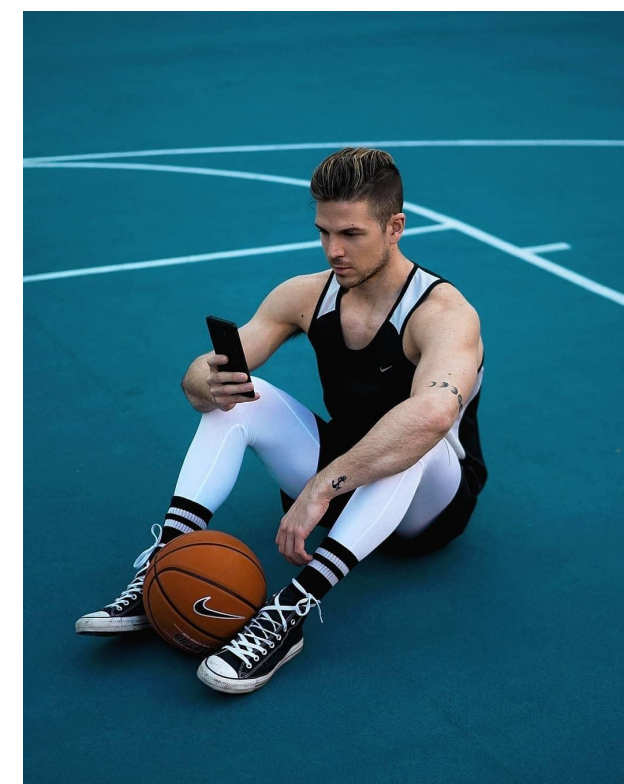
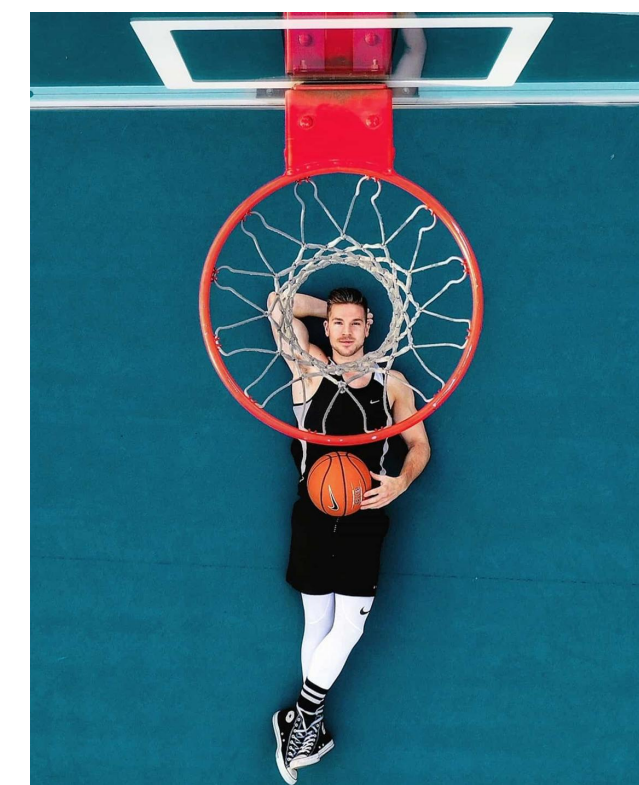
42



18



3



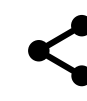
4.903



57



233



99

@boostmobile gave me the chance to do what I love most, which is giving back to my community.

Through their sweepstakes and sports, Boost Mobile made it possible for low income families to win cash prizes and technology, and also scholarships for kids who stay in school.

I worked on 3 different campaigns which depicted 3 different topics that I love.

BOOST MOBILE

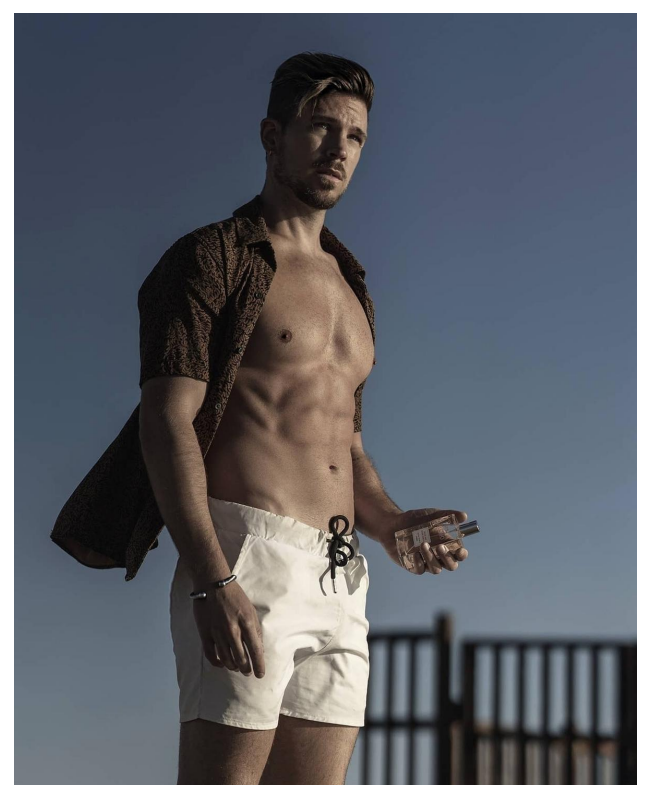
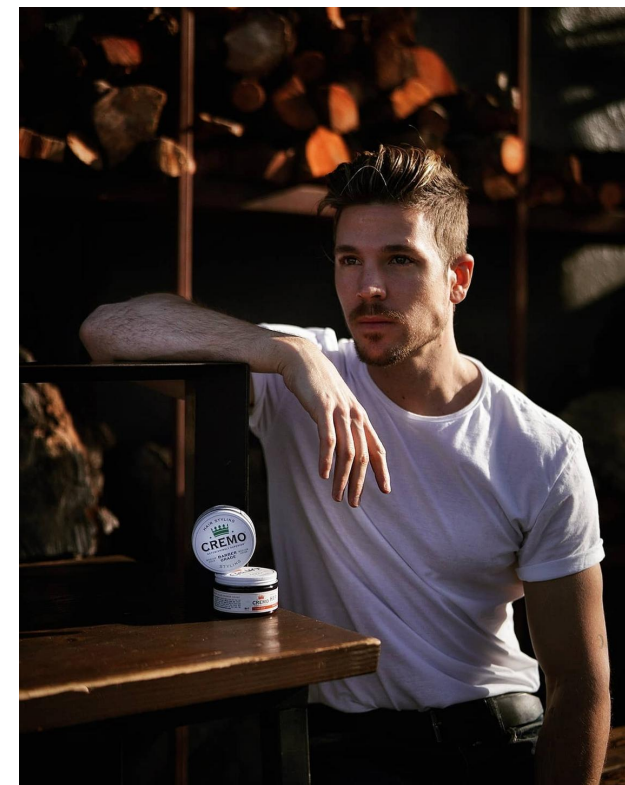
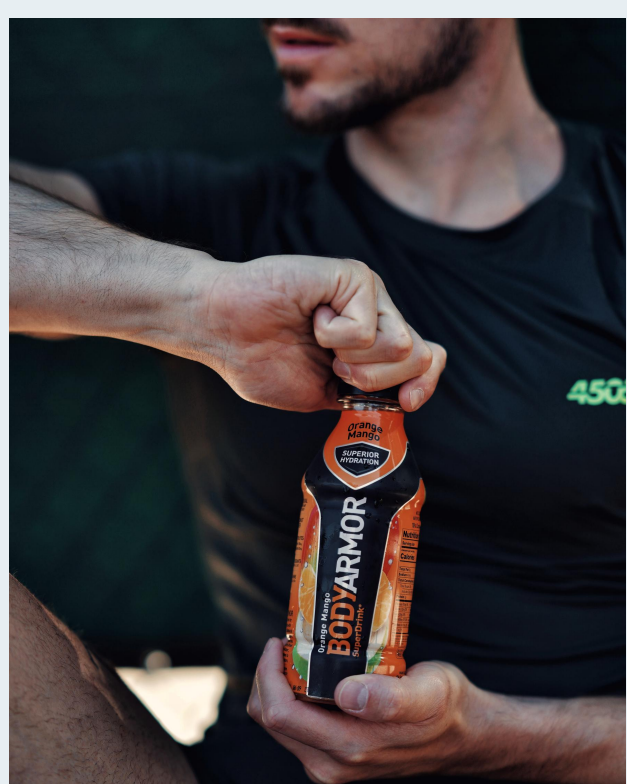
BODYARMOR

@bodyarmor has been a key player during my workouts.

When BodyArmor reached out to me, I was really excited to create content that showcase my athletic abilities.

They wanted to promote the importance of a good hydration and the intake of vitamins and minerals.

❤️ 2.819 💬 38 🖱️ 95 ➦ 8



❤️ 4.019 💬 55 🖱️ 437 ➦ 101

@cremo has been my longest and most succesfull partnership so far.

We understand each others vision very well and they allowed me to be as creative as I want to be.

I have worked with Cremo 8 consecutive times and can't recommend their products enough.

They are a great partner and a great company with high end quality products.

CREMO

SOCIAL CLUB

@socialclub came to me at the perfect time.

Summertime in Los Angeles is pretty hot and I was able to promote a fun new drink and share it with my friends.

It was a long and succesful campaign which had a very tight set of guidelines, which was exigent but fun because it represented a new challenge for me.

3.072 55 110 31



3.331 50 125 3

@candid was a double win for me. I have been thinking of fixing my teeth for really long time but was not able to because of financials.

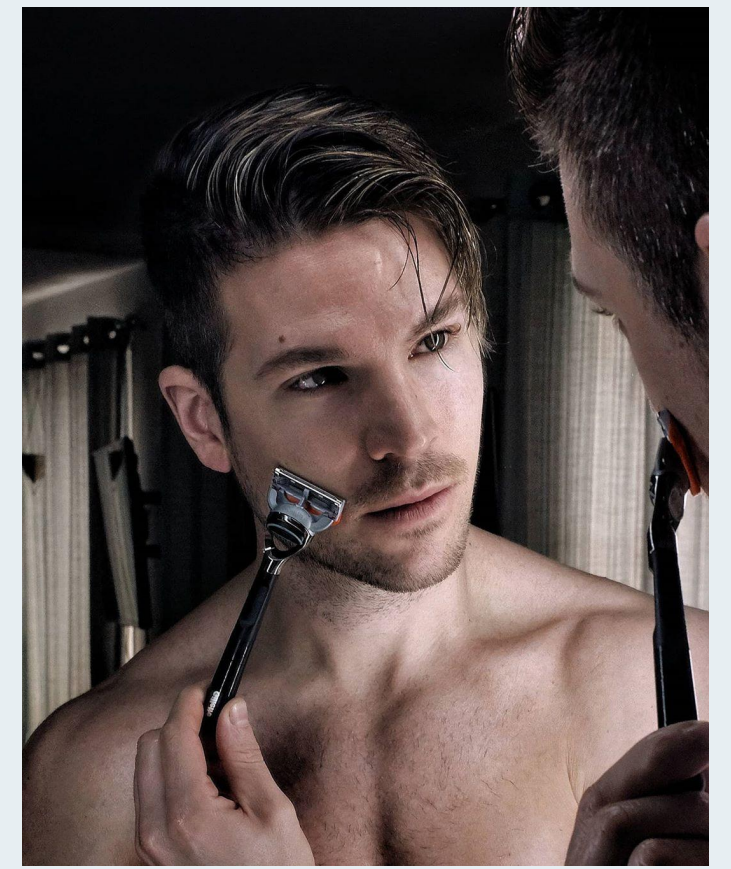
I discovered Candid because I was searching for a less expensive option to traditional orthodontics.

Once I realized Candid was my best option in price and quality I decided to go ahead with it. To my surprise they offered it to me as a gift in return for posting my progress on my Instagram.

So far I am very happy with my progress.

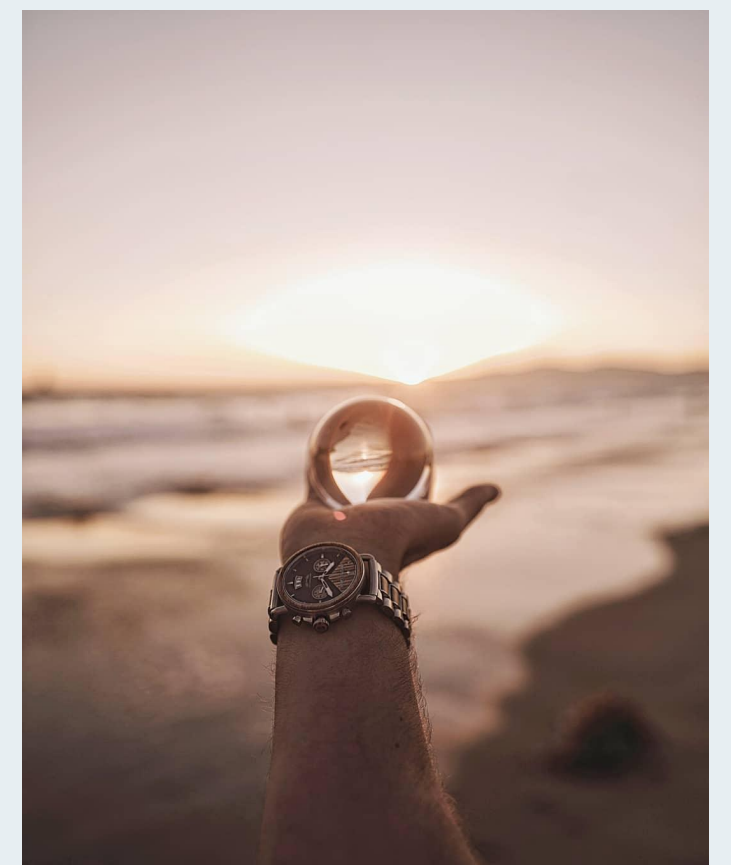
CANDID

GILLETTE & WALMART



CORT FURNITURE

ORIGINAL GRAIN



BOOHOO MAN

PARTNERSHIP OPTIONS & PRICING:

INSTAGRAM CAMPAIGN **\$500**

- In-Feed Post (up to 4-5 high quality images in carousel) with a relevant caption adapted to your campaign goals,
+ tags and mentions.
- Stories (up to 3 frames) with swipe up links, tags and mentions.
- Rights to share the content across your platforms.

IG+FACEBOOK CAMPAIGN **\$599**

All of the above + One Facebook Post on the Facebook FanPage.

SPONSORED POST **+\$150**

I'm a Facebook/Instagram Ads Certified Expert since 2018. The ability to promote a post lets me turn well-performing posts into ads, helping you connect with even more customers.

We select a target audience depending on your goals. After that, our post will be promoted as an ad for any length of time you choose.

CUSTOM WORK **\$VARIES**

If you are looking for long-term exposure for your brand or you want to do a different partnership together, we can discuss the terms in more detail.

CONTENT CREATION **\$VARIES**

If you have a product, service or event that you'd like one-of-a-kind beautiful photography, while retaining full ownership of the content, this is the option for you!

**PRICES AND PACKAGES CAN
BE CUSTOMIZED FOR
CLIENT'S NEEDS.**

LET'S WORK TOGETHER

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@xemasuarez

