

MARCO SAMUELY LUND-HANSEN

Social Media Content Creator



ABOUT ME

My soccer ball and I have been together since I was 4 years old when I joined my first soccer team. Thereafter, I played soccer competitively for 9 years. In my freshman year of high school, I wanted to share my passion, which of course includes a soccer ball. I started posting my game highlights on Instagram and began gaining followers. Quickly after, I began to participate in freestyle contests and making trickshot, freestyle, and skill-based videos. With my videos, I aim to entertain as well as inspire others through my trickshots, skills and freestyle. I want others to experience the same feeling of accomplishment in whatever they are doing. My other passion is traveling and exploring new locations that serve as great backdrops for my videos while learning about the different places.

1.3M
MONTHLY VIDEO
VIEWS

Data recorded since
December 1st, 2020

274K
TIKTOK
FOLLOWERS

Data recorded since the
beginning of my account in
December 2019

800K
PROFILE VISITS

Data recorded since December
1st, 2020.

My mission

I aim to entertain and inspire others through my passion for soccer and my creativity in my trickshots, challenges and freestyle. I love the moment and sense of accomplishment of landing a new trick, making a trickshot or just practicing and this is what drives me to push harder every time. I want to share this feeling with others so that they can experience the same feeling.

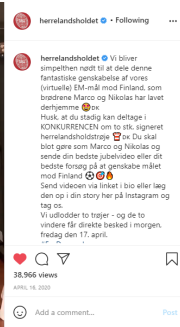
SOME BRANDS I HAVE WORKED WITH



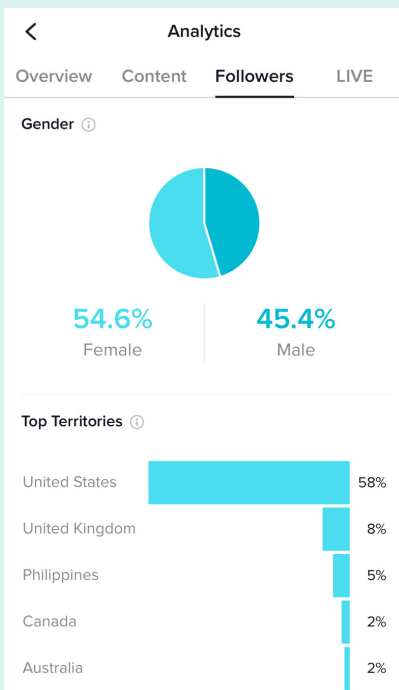
BODYARMOR
 MY VIDEO FOR THE #ONLYYOU CAN CAMPAIGN BY BODYARMOR AMASSED OVER 20,000 VIEWS.



Danish Soccer National Team
 MY VIDEO WITH MY TWIN BROTHER NIKOLAS FOR THE STAY-AT-HOME CHALLENGE BY THE DANISH SOCCER NATIONAL TEAM AMASSED OVER 38,000 VIEWS ON INSTAGRAM.



CBS
 A CAR TRICKSHOT USING MY MOM'S TOYOTA COROLLA WAS FEATURED ON CBS' GREATEST AT HOME VIDEOS HOSTED BY CEDRIC THE ENTERTAINER. 3.2 MILLION PEOPLE TUNED IN TO WATCH THIS EPISODE WHICH AIRED ON OCTOBER 30, 2020.



MY AUDIENCE

My audience is mainly based in the United States. My followers love seeing trick shots, especially the ones where I use a car in the video. Other videos that do well are the ones where I show the process of making the trick shots, which include the fails with the message never to give up. For example, my most viral video was a behind the scenes to my trick shot in honor of Kobe Bryant. This video received 2.2 million likes, 12 million views and 9,000+ comments. Other behind the scenes videos have gotten 500,000 and 20,000 views each. The people leave comments such as "love the message", "respect" or "thanks for letting me know not to give up". My audience finds challenge videos entertaining and engages with videos where I present some options allowing them to interact with the content.



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