



[www.thewisertiger.com](http://www.thewisertiger.com)

# THE WISER TIGER

CANVA CHAMPION  
CONTENT CREATOR/COACH  
VIDEO PREDITOR

**MEDIA KIT**



@THE-WISER-TIGER

#TIGZDOM

PUBLISHED: MAR 2022

SHOWING YOU THE WISER WAY TO CREATE CONTENT THAT CAPTIVATES, COMPELS & SELLS!

THE  
DIGITAL  
JUNGLE

www.thewisertiger.com



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**MEDIA KIT**

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I AM THE WISER TIGER AND





# TABLE OF CONTENTS

<b><u>3</u></b>	<b><u>PERSONAL BIO</u></b>
<b><u>5</u></b>	<b><u>WHAT I DO?</u></b>
<b><u>8</u></b>	<b><u>LET'S TALK CONTENT</u></b>
<b><u>10</u></b>	<b><u>THE STATISTICS</u></b>
<b><u>12</u></b>	<b><u>MY CLIENTS SAY</u></b>
<b><u>13</u></b>	<b><u>FEATURED PROJECTS</u></b>
<b><u>14</u></b>	<b><u>CREATIVE ROADMAP</u></b>
<b><u>15</u></b>	<b><u>IN SUMMARY</u></b>
<b><u>16</u></b>	<b><u>CONTACT ME</u></b>



**THE DIGITAL  
JUNGLE**



# HEY... I'M TIGZ!

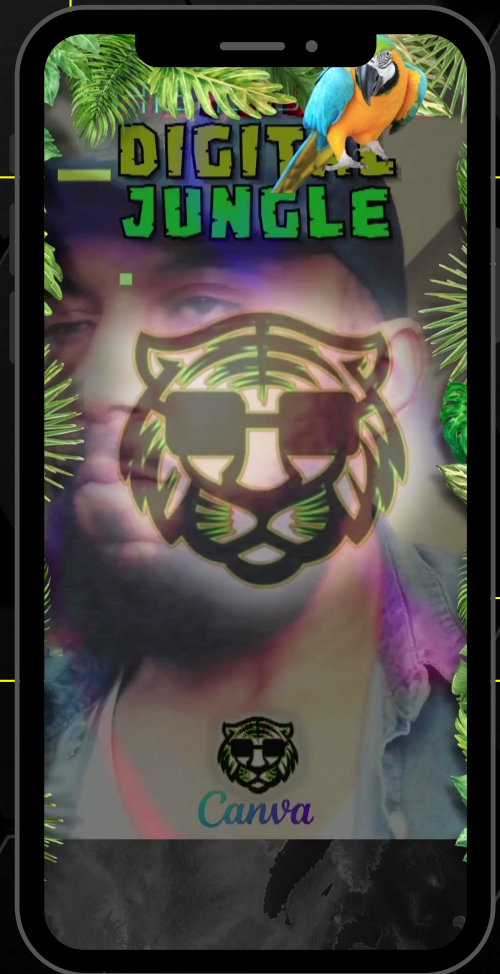


## MASTER CONTENT CREATOR & BUSINESS COACH

My name is Nathan (aka Tigz), I am a Master Creative who helps Influencers, Content Creators & Brands to creatively kill the game. I do this by introducing an injection of creativity through a content strategy that breathes life into a concept with visual story-telling to captivate, compel and sell the vision!

My passion is understanding human behaviour and how we can best create content that provides that magical and visually seamless experience for the viewer and capture the emotional resonance of our ideal target audience.

As a creative, I've had the good fortune to be able to collaborate with global brands such as; **Nike**, **EA Sports**, **Smokey Barbers**, and **Pro-Direct**, as well as World-Class professional athletes such as **Marcus Rashford** & **Jesse Lingard**, to name but a few. This has been an invaluable education in understanding the next generation of content creation formulas and how to best leverage these methods to navigate our way to success in **#TheDigitalJungle**.







# MY TESTIMONIAL



## WHY I DO WHAT I DO?

- ✓ My undeniable "Why", without a shadow of a doubt has to be the young man that you see in the pics... no not me... my 12yr old son Rio!
- ✓ In 2009, at the age of 26, no man, no beast, nor otherwise could have prepared me for an almost fatal twist in my fate. A 120 mph head on collision on the way to my cousins passing out parade in Cambridgeshire had me spiraling in to a life or death situation.

- ✓ Fighting for my life the day before my first & only son was due to travelling around the world, and collaborating with some household names, it's been a life changing experience to say the very least.

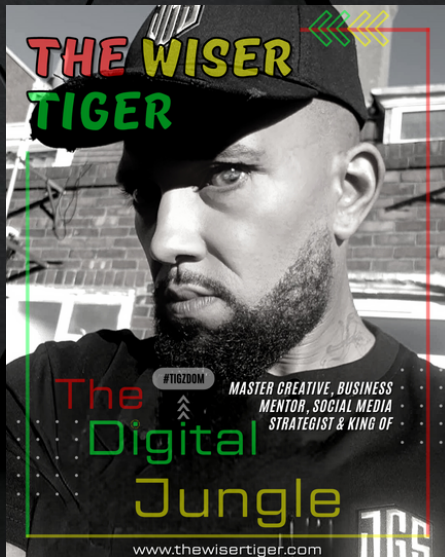


- ✓ It's definitely not been easy by no stretch of the imagination, a roller-coaster to say the least. However, no we're raring to go & fully back in "Lights, Camera... Action!"

**He thinks that Daddy is his Superhero... the truth is, he's mine!**







## KEY SPEAKING TOPICS



### Social Media & Content Strategy

- Latest Trends & Features on Social Media platforms
- Social Media Audits & Optimisation
- Content distribution & Monetisation



### Content Creation & Graphic Design

- Product/App Tutorials & Explainers
- Graphic Design Content Coaching
- Brand Identity, Templates & Workflow



### Video Content Creation

- Short-Form, IG Reels, TikTok etc
- Story Planning, Direction & Videography
- Video Editing & Post Production

## FEATURED COLLABS:

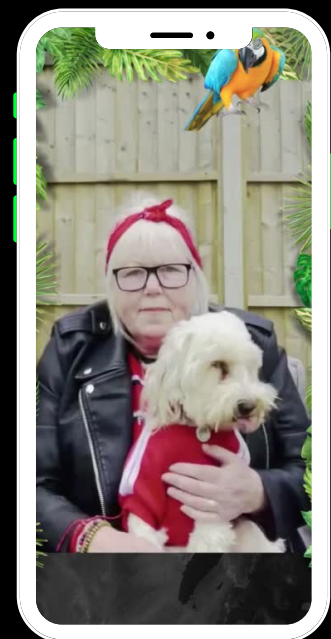
PRO:DIRECT  
SOCCER



## “Client Testimonial”

I have known Tigz for almost a year now and he has been helping me to understand how to navigate Canva Pro and helped me to improve my video creation skills. Tigz always explains things so clearly and literally has the patience of a saint. He continually exceeds my expectations and is such a pleasure to work with. He is extremely responsive, 100% reliable and nothing is too much trouble. I would not hesitate to recommend him and have done so many times.

**Nina Cole & Ellie - Pet Influencer**  
**@whenninametellie**







# WHAT I DO IN

## #THE DIGITAL JUNGLE...

The Wiser Tiger is a unique Master Creative & Founder of #TheDigitalJungle, who enjoys helping brands to stand out by telling compelling visual stories in your brands very own unique voice.

### DIGITAL MARKETING

- Social Media Marketing
- Brand Story Creation
- Digital Marketing
- Sponsored Ads
- 1-ON-1 Instagram/Canva Coaching



### WEBSITE DEVELOPMENT

- Digital Brochures
- Web Audits
- Online Selling Platforms
- Shopify, Facebook Shops, Instagram Shops
- Website Design & Development



### VIDEO EDITING & PRODUCTION

- Videography
- Video Editing & Motion Graphics
- Instagram/TikTok/FB Reels Creation
- YouTube Set-Up
- Logo Reveals



### GRAPHICS & DESIGNS

- Professional Seamless Carousel Design (All Platforms)
- Single Designs, Menus, Invitations, Flyers & Promos & more
- Logos, Avatars & Branded Template Design
- 1-on-1 & Group Coaching Sessions, E-Learning, Live & Recorded





## BRANDS THAT I'VE WORKED WITH...

I've had the pleasure to work with a diversity of brands from all walks of life... these are some of the household names that I've worked with;...

### Fifa Game Launch

#### EA SPORTS

Collaboration and development of long-serving partnership between UK's finest barber, smokey & world-renowned football title, EA Sports FIFA.



### World Cup Launch

#### NIKE

3 consecutive successful collaborations & a merchandise deal with a brand that needs no mention, great places & famous faces... groundbreaking!



### brand manager

#### SMOKEY BARBERS

as a brand manager of smokey barber & co-founder of the sister clothing company, jgs lifestyle, it is no secret that this journey was the reason that the wiser tiger fell in love with media... revolutionary!







# LET'S TALK CONTENT CREATION

Let's take a look at The Wisier Tiger's content style, they format of content that he creates and the audience that enjoy consuming & learning from Tigz's content on Social Media.

**STEP 1 THE DESTINATION**

Understand the assignment! Where would you like to send your viewers?

What CTA (call to action) will you use to entice the viewer to click the link?

Do you have a website to be seen, a YouTube Channel, Facebook Group, New Release on Spotify, an E-Book or even your Resume on LinkedIn?

**STEP 2 THE PORTAL**

In the left hand control panel, click on 'More', search for 'Embeds' & select.

You'll see a menu with the alternative options to embed a link, including YouTube, Spotify, Facebook, Instagram, Twitter, Websites or even a checkout.

Alternatively, you may click on any element & select the "Go To Link" button above.

**STEP 3 THE TELEPORTATION**

Once you paste the url/link into the empty dropdown box, hit 'Go To Link'.

You can click on 'Go To Link' to test out your brand new portal, (redirect).

All that's left is to publish your project, website, or download as your design as a PDF document. You're links will now be clickable... BOOM!!!

**THE DIGITAL JUNGLE**

TIME TO PUT YOUR NEW SUPERPOWERS TO THE TEST! WHERE WILL YOU SEND THEM?

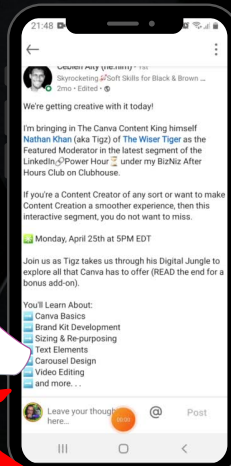
**FOLLOW FOR MORE!**

I AM THE WISIER TIGER AND THOSE ARE MY WISIER WORDS!

**CLICK HERE TO  
LISTEN TO THE  
REPLAY**

**LinkedIn Biz After Hours  
with Corporate Business  
Strategist Cebien Alty  
on Clubhouse!**

**LISTEN!**



**BUSINESS  
AFTER HOURS**

Canva Content Creation  
MASTERCLASS

**in**

Join us LIVE on Clubhouse for this interactive video session on Canva Content Creation, The Wisier Tiger.

**@the\_wisier\_tiger**  
**@cebiendigital**

Cebien Alty  
Corporate Strategist  
Biz After Hours

The Wisier Tiger  
Digital Marketing  
Canva Champion  
#TheDigitalJungle

Join us live in Biz After Hours for this Exclusive Canva Content Creation Video Masterclass with audience Q+A

**10.00pm Monday 25th April**

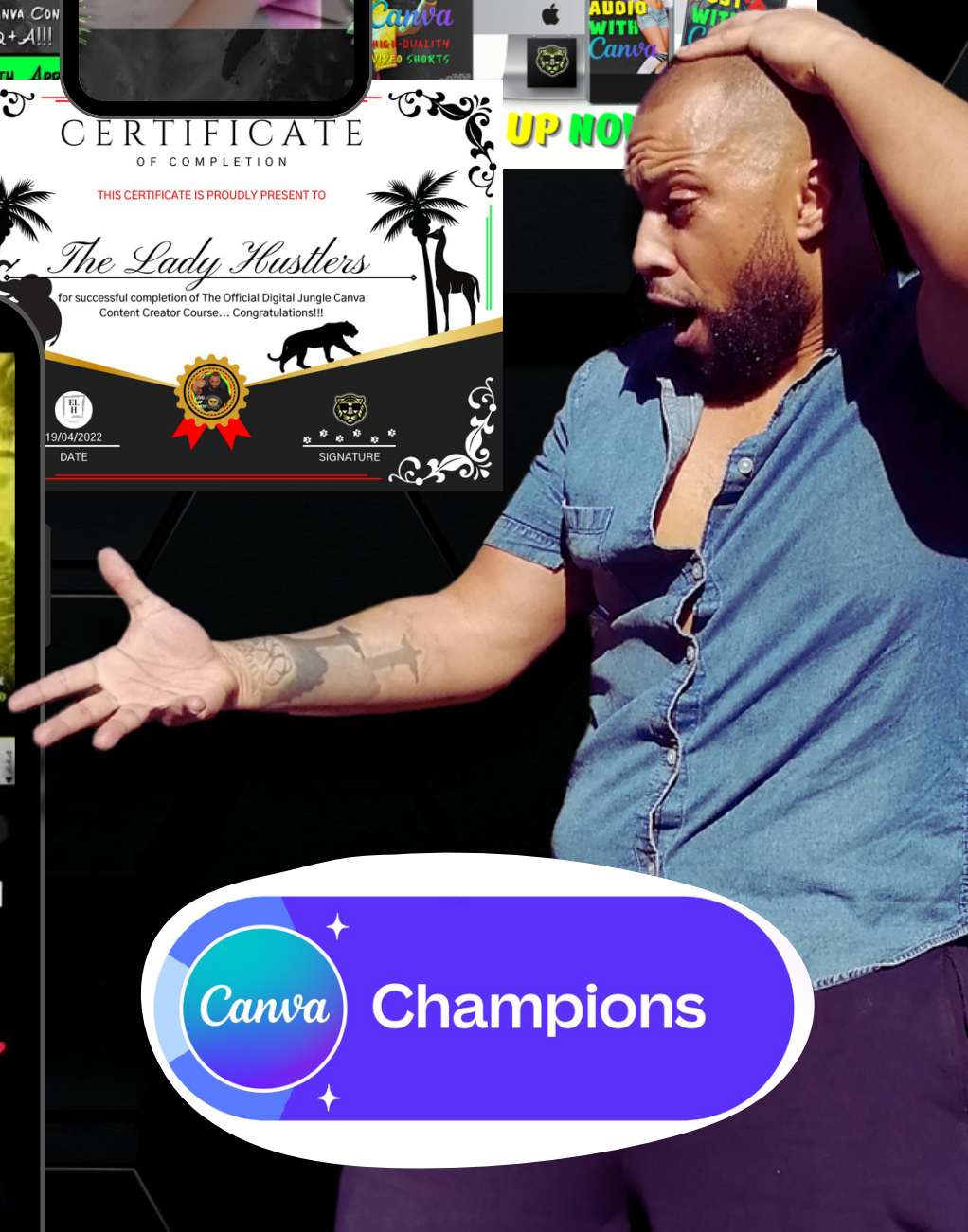


**THE DIGITAL  
JUNGLE**





# The Wisier Canva Creator Course With The Lady Hustler International Female Association







# NUMBERS DON'T LIE...

@THE\_WISER\_TIGER

Let's go deeper down in to #TheDigitalJungle to look at some of the key Insights numbers...

## DEMOGRAPHICS

### MY AUDIENCE

**2,846**

Followers

**67**

25-44 yrs old

**74**

UK/USA

## INSIGHTS/STATS

**2.49**

Engagement Rate

**11.5K**

Top Monthly Reach

**5K**

unique monthly

**5 5**

Google Reviews

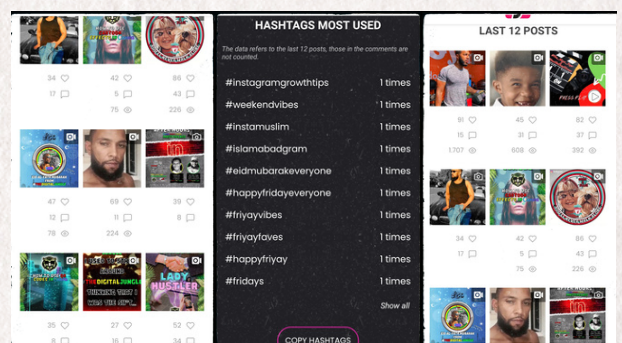
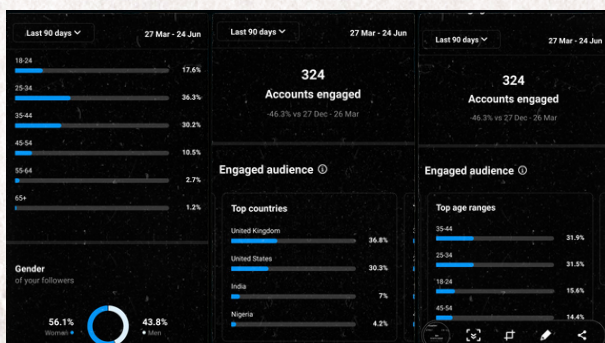
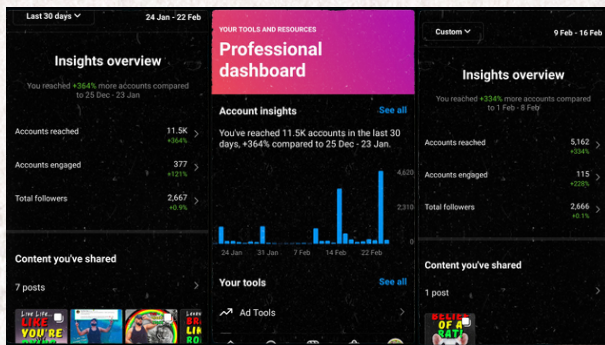
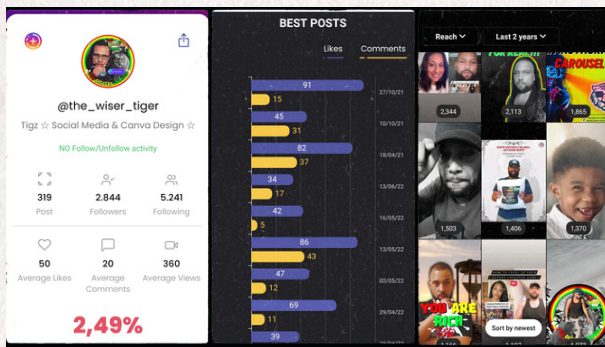


# LET'S LOOK AT THE STATS

@THE\_WISER\_TIGER

Let's go deeper down in to #TheDigitalJungle to take a look at some of the key Insights & Demographics the Social Media platform, Instagram in

## AUDIENCE DEMOGRAPHICS





# WHAT MY CLIENTS SAY ABOUT ME...



I've had the pleasure to work with a diversity of brands from all walks of life... this is what some of my favourite partners say about me...

Theo bailey

**FOUNDER PPPN**



I would definitely recommend DMD's, working with them is always a pleasure, they have managed to get me leads from our Facebook Ad campaign down to 19 pence a lead. This is unheard of in my industry and niche. these guys know their stuff 10/10

chanelle simone

**FOUNDER CST & GIFTS**



Reaching out to The Wiser Tiger to bring my idea to life was the best decision that I've made this year!

for a very long time I'd dreamt about my small business idea but just didn't know where to start or how to take the first steps.

The Wiser Tiger made it so simple, setting out step-by-step milestones, from the initial idea stage, all of the way through to operating my now 'active' business.

Never looking back, Thank you so much The Wiser Tiger, for helping me to build and level up my business. Highly recommended!

cheyenne cripps

**FOUNDER DBC FITNESS**



Couldn't have done it without this guy! The Wiser Tiger is a wizard with the camera, has far too much knowledge and wisdom when it comes to social media and his knowledge of growth and strategy... well he thinks like no other... absolute digital beast! Thanks, Bro!

chris hudson

**FOUNDER FITNESS FANATICS**



The knowledge that @the\_wiser\_tiger has is unreal, invaluable and so helpful in moving your business forward through the use of social/digital media. I thought I was 'good' with social media... Now I would say I'm 'far from good'! He is reliable, honest (protecting your business from damaged reputation) and such a genuine character. I would HIGHLY recommend using his services as he strives to help get your business off the ground. Thank you so much @the\_wiser\_tiger!!



#TIGZDOM

**WISER WORDS #1**

Some say better late than never...

I say... "Nothing happens before it's the time! Keep going!"

**WISER WORDS #2**

"People won't always remember your name... nor your face... BUT they'll NEVER forget how you've made them feel!"

**WISER WORDS #3**

"Talent alone is not enough... Consistency is the KEY!"

**CLICK  
HERE**





# REFERENCE LIST

## Links, Details & Content Sources

### TUTORIALS, LIVES TRAINING & SOCIAL AUDIO

#### GROUP & 1-ON-1 & LIVE AUDIO SESSIONS

- Lady Hustler Female Association Live Interview
- Content Creation Live Masterclass with Cebien Alty
- 1-on1 Canva Coaching - Dr Annie
- Group Canva Coaching - IG X
- My Wiser Words - TWT
- My Wiser Words on Love - TWT
- Tips To Monetise on Social Media



#### CONTACT

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☎ 44 7920 101 530

✉ [INFO.THEWISERTIGER.COM](mailto:INFO.THEWISERTIGER.COM)

🌐 [THEWISERTIGER](https://www.thewisertiger.com)

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📘 [THE.WISER.TIGER](https://www.facebook.com/thewisertiger)

🌐 [THEWISERTIGER](https://www.linkedin.com/company/thewisertiger)

### DESIGNS & CAROUSELS

#### CAROUSELS

##### HOW TO & EXPLAINER CAROUSELS

- How to... Use QR Codes - Canva
- How to... Use Animations - Canva
- How to... Clickable Links - Canva
- How to... Mass Delete - Canva
- Short-Form Video Ideas - Canva
- How to... Use Audio - Canva
- How to... Edit Video - Canva
- How to... Create Sale Poster - Canva
- How to... Create A Brand Kit - Canva
- How to... Use Subtitles - Canva



#### FEATURED DESIGNS

- Inspirational Avatars - TWT
- Leather So Soft - Ace of Suede
- New Brand Alert - TufTingz UK
- Build Your Empire - TWT
- Mugs Designed in Canva - CST

Take Your Content Creation Game To The Next Level!

Secure your very own 1-on-1 Content Creation Session with The Digital Jungle's most innovative mind, The Wiser Tiger!

With over 7+ years of design inspiration, collaborations & partnerships with global big hitters such as Nike, EA Sports, Smokey Barbers & now at the tip of your fingers!

Let's Co-Create Content The Wiser Way!

### PROFESSIONAL SKILLS

#### SOCIAL MEDIA STRATEGY

#### VIDEO CONTENT CREATION

#### TEMPLATES & DESIGNING

#### SERVICE & DELIVERY

### VIDEO CONTENT

BY THE WISER TIGER

#### VIDEO PROJECTS DIRECTED, PRODUCED & EDITED

- Don't Be Chey Promo Video - DBC Fitness
- Barbering Promo Video - Kenzi Kutz
- They Zig... We Zag - DBC Fitness
- Cream Cake Product Promo - Cakes
- London Town Movie Trailer - TWT
- Failure Is Not An Option - TWT
- Just Got Smoked - Smokey Barbers
- Fitness Shoot B.T.S - Pinnacle Athletics
- Drinks On Me - TWT

#### PROJECTS LEAD & COLLABORATIONS DIRECTED

- Nike Football (World Cup Launch)
- EA Sports Promo Video 1
- EA Sports Promo Video 2
- EA Sports Promo Video 3
- Smokey Barbers Promo
- Jesse Lingard Lifestyle Video Pt.1
- Jesse Lingard Lifestyle Video Pt.2
- Just Got Smoked Clothing Brand Trailer 1
- Just Got Smoked Clothing Brand Trailer 2
- Pro Direct Soccer



## WHAT YOU CAN EXPECT

- Optimal Communications
- Very Responsive
- Open To Learning
- Premium Service Delivery
- Always Goes Above & Beyond
- Passionate, Humble, Integrity Is Key & Very Well Articulated.

## WHO I WORK WITH

- Solopreneurs (Solo Business Owners)
- Aspiring Content Creators
- Virtual E-Learning
- Classroom Delivery
- Brands Affiliations & Collaborations



info@thewisertiger.com  
www.thewisertiger.com



Connect On Social Media



## GET IN TOUCH

If you're ready to jump on to my Cyber Safari & take a deeper adventure in to #TheDigitalJungle, where all of the magic happens to co-create together... I'd be delighted to connect with you!

I Am The Wiser Tiger & Those Are My Wiser Words!

*The Wiser Tiger*





#TIGZDOM

Monthly Subscription

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**THE  
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TIGER**


Creating innovative Content Strategies  
on Social Media that **Captivate**, **Compel**  
& more importantly, **Sell!**

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