

A close-up portrait of a young man with light brown, wavy hair and blue eyes. He is looking directly at the camera with a neutral expression. He is wearing a small hoop earring in his left ear and a necklace made of white, oval-shaped beads. A dark, textured vertical element, possibly a piece of wood or a curtain, is positioned to his right, partially obscuring his face. The background is a soft, out-of-focus landscape with warm tones. The entire image has a slightly desaturated, vintage feel.

MEDIA KIT

Toni Pitkyan

CONTENT CREATOR · MODEL · LIFESTYLE
INFLUENCER · TRAVELER

ABOUT ME

Toni Niklas Pitkanen is an international content creator, model, and marketing professional with a passion for visual storytelling. Having traveled to over 40 countries and lived in 4, Toni brings a global perspective to every collaboration.

His lifestyle is built around wellness, fitness, and creativity, from dancing and yoga to fashion shoots and brand campaigns. Known for his positive energy and genuine connection with audiences, Toni creates content that inspires confidence, movement, and joy.

MY INTEREST

TRAVEL

Discovering new cultures and unique destinations

FITNESS

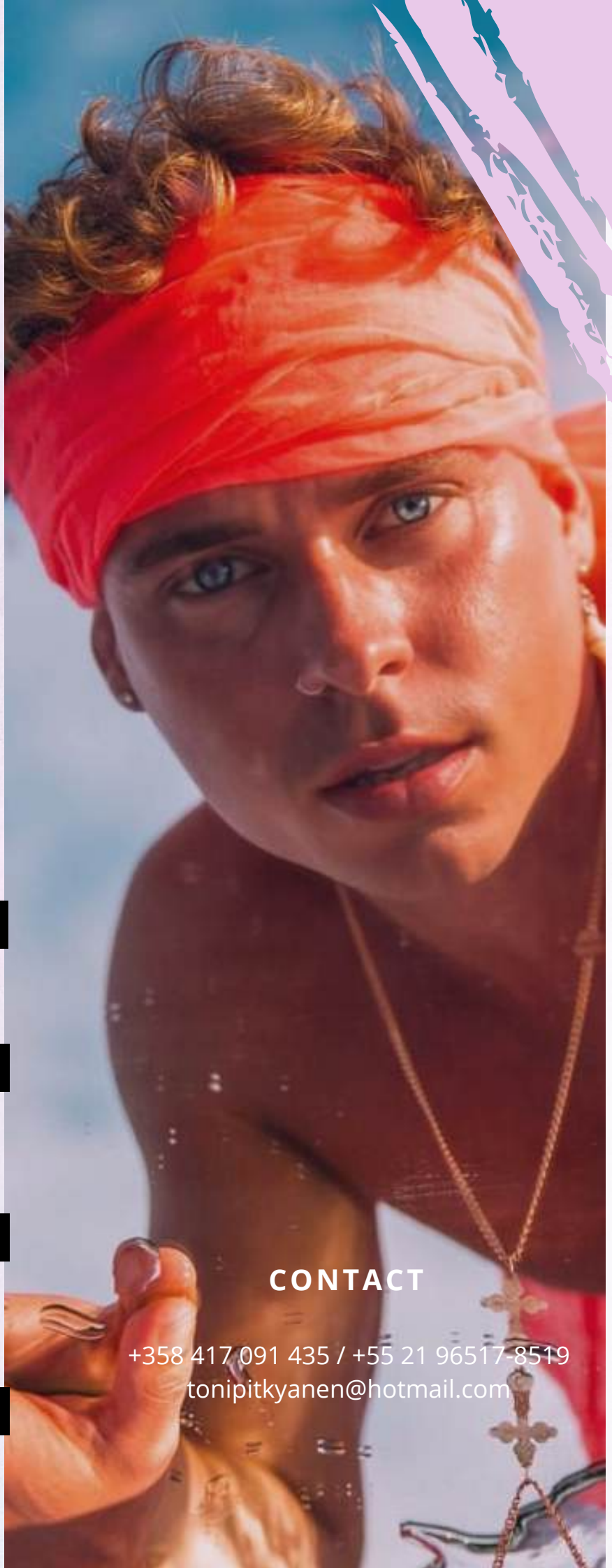
Staying strong, confident, and balanced & keeping my mind calm and focused

MODELING

Turning emotions into visuals. Expressing freedom and joy through movement

HEALTHYLIFE

Healthy food, journaling, and mindfulness. living with passion and authenticity



CONTACT

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SOCIAL MEDIA

@TONIPITKYANEN

WHAT I POST?

TRAVEL & EXPLORATION

Discovering unique destinations,
people, cultures and food

MINDSET & LIFESTYLE

Mindfulness, cooking, positive
energy and quotes

CREATIVE VIDEOS

Storytelling, visuals, quality,
and creativity

FASHION & MODELING

Expressive style through
campaigns and editorials

FITNESS & WELLBEING

Body transformation,
movement, and self-confidence

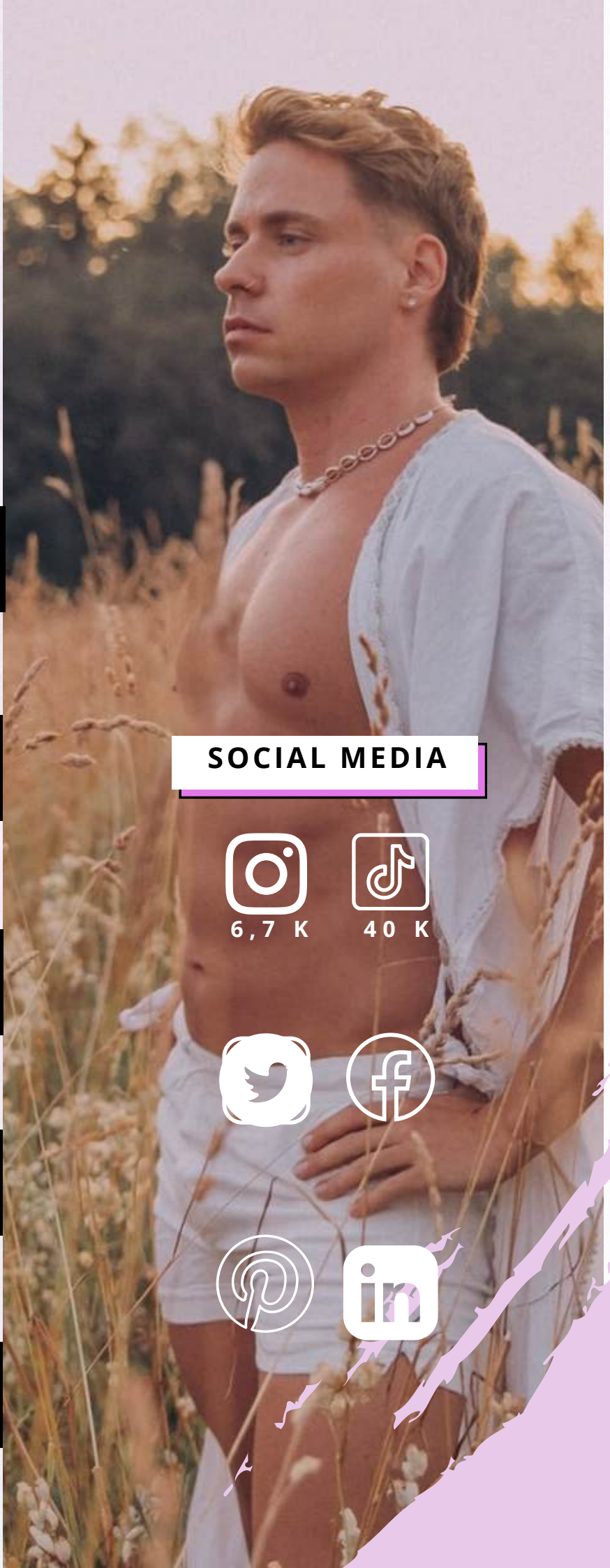
SOCIAL MEDIA



6,7 K



40 K



INSTAGRAM

@TONIPITKYANEN

AVERAGE POST ENGAGEMENT

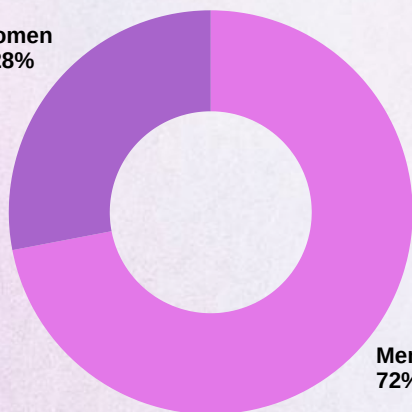
20%

OTHER INSIGHTS

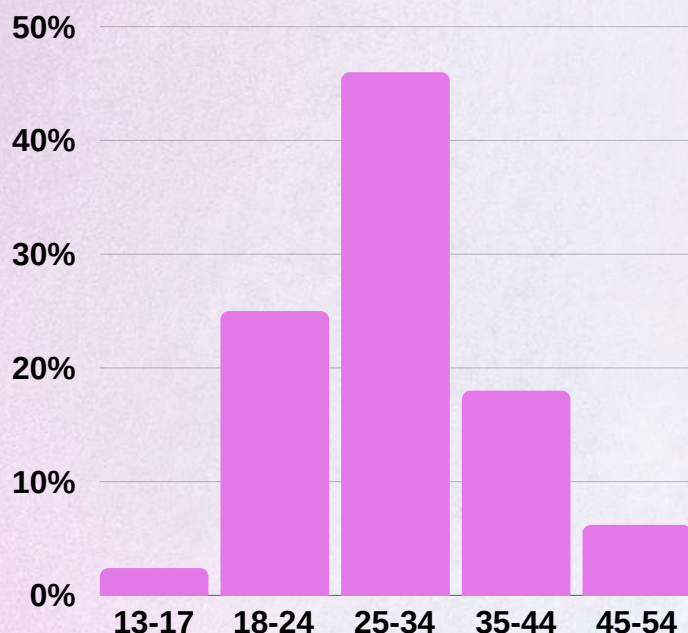
OVER 2 MILLION VIEWS IN 2025
BEST POST: OVER 30K VIEWS
3.5K AVERAGE INTERACTIONS
MAINLY FROM THE USA (35%),
EUROPE (30%), AND LATIN
AMERICA (30%) AND OTHER (5%)

AUDIENCE

Women
28%



Men
72%



TIK TOK
@TONIPITKYANEN

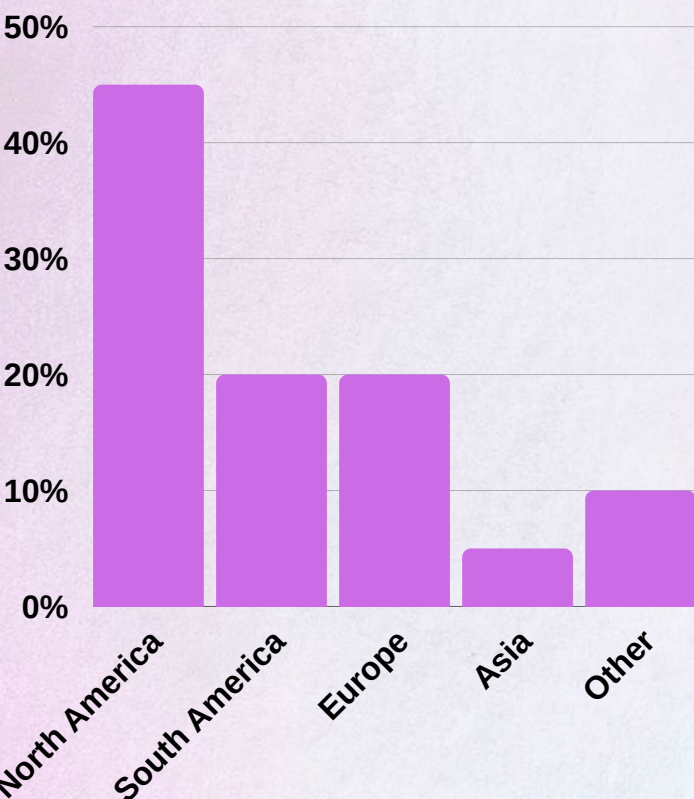
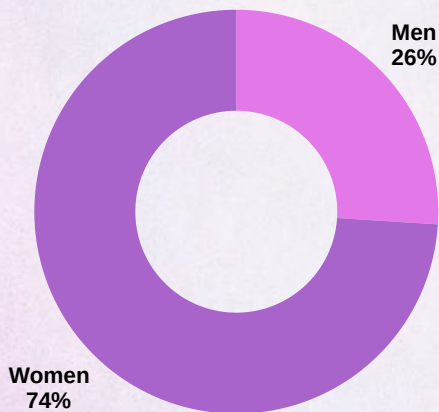
**AVERAGE POST
ENGAGEMENT**

85%

TOTAL LIKES

1.2 M

AUDIENCE



COLLABORATION OPTIONS

- **UGC Video (30-60 sec), authentic storytelling with cinematic visuals**
- **Sponsored Post, professional photos + engaging caption**
- **Reel or TikTok Video, dynamic vertical content for product awareness**
- **Brand Ambassador Partnerships, ongoing collaboration & campaign presence**

All content includes editing, music licensing, SEO-optimized captions, and brand tagging.

Custom packages available.

COLLABORATIONS

**IDEAL OF
SWEDEN**



**PUNTA
HERMOSA**



SKINCARE



**CREATIVE
HEADPHONES**



SERVICES & PRICE

EVERY COLLABORATION IS UNIQUE, FROM CONTENT CREATION AND UGC VIDEOS TO LONG-TERM PARTNERSHIPS.

LET'S DISCUSS YOUR BRAND'S GOALS AND CREATE A CUSTOM PACKAGE THAT FITS YOUR NEEDS AND BUDGET.



RATES ARE FLEXIBLE AND DEFINED BASED ON THE PROJECT SCOPE, FORMAT, AND USAGE RIGHTS

LETS WORK TOGETHER
LETS WORK TOGETHER
LETS WORK TOGETHER

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MY MODELING
PORTOLIO: **LINK**

