

WILL SCOTT (21)

Creator • Graphic Designer • Storyteller

Music / Adventure / Fitness / Sport / Lifestyle



PERSONALITY-LED CONTENT. BIG REACH BEYOND MY FOLLOWING.

Authentic, relatable content built around the things I genuinely enjoy — designed to feel native to the platform, not like an advert.

Last 30 Days

17.2K
FOLLOWERS

1.2M
TOTAL VIEWERS

1.1M
NEW VIEWERS

86.7%
FOR YOU TRAFFIC

WHAT I CREATE

Music & culture

Gigs, music moments and personality-led storytelling.

Adventure

Hiking, outdoors, travel and spontaneous side quests.

Fitness & sport

Training, movement and sport woven into everyday life.

Lifestyle

The everyday moments that make content relatable and shareable.

WHY BRANDS WORK WITH ME

REACH

86.7% of views come from For You traffic, helping content reach beyond my existing audience.

CREATIVE

Graphic design + content creation means I can contribute to both concept and execution.

NARRATIVE

Partnerships are built into content people already want to watch rather than forced ads.

FLEXIBLE

Available for sponsored content, UGC, events and creative collaborations.

Last 60 Days

1.5m
VIEWS

168.k
LIKES

20.7k
SHARES

18.9k
PROFILE VIEWS

United Kingdom
Top Location

83%
FEMALE FOLLOWERS

77.6% of followers
are 18 - 24

LET'S CREATE SOMETHING PEOPLE WANT TO WATCH.

Brand partnerships • Sponsored content • UGC • Events •
Creative collaborations

infomisfitstalent@gmail.com
TikTok: @willlscott