

Mario Villa Lifestyle Creator

CREATOR • DIGITAL MARKETING SPECIALIST

Storytelling that turns attention into brand affinity.



MEDIA KIT

An Arizona-based content creator and digital marketing specialist building brands across social, search, and AI.

71K+

INSTAGRAM FOLLOWERS

90K+

COMBINED SOCIAL FOLLOWING

10 YEARS

CREATING CONTENT

Instagram: [@themariovilla.a](https://www.instagram.com/themariovilla.a)

ABOUT MARIO

Creator-side storytelling. Agency-grade strategy.

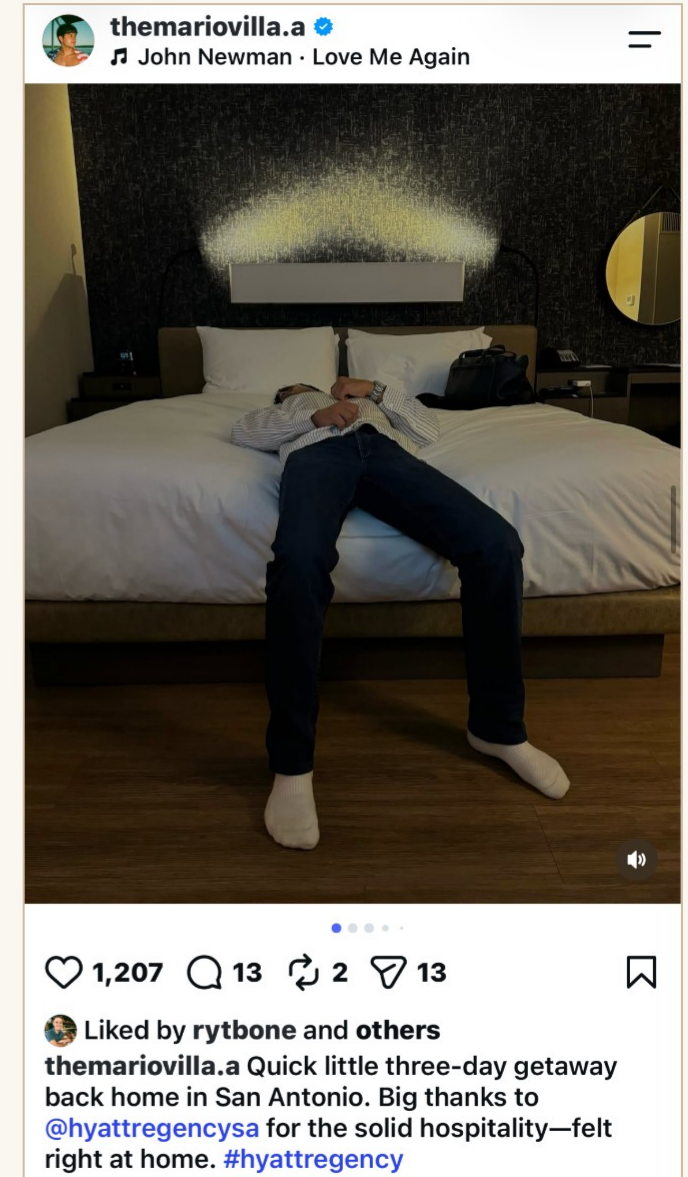
Mario Villa is a content creator and digital marketing specialist based in Scottsdale, Arizona. Active on Instagram and TikTok since 2016, he blends visual storytelling with performance-minded content strategy across social, search, and AI.

WHAT A PARTNERSHIP GETS

Polished, platform-native content informed by hands-on experience in creator campaigns, paid social, SEM, and audience growth.

EDUCATION & EXPERTISE

University of Texas at Austin • M.S. AI in Business, Arizona State University • Content strategy • Social media • Paid social • SEM

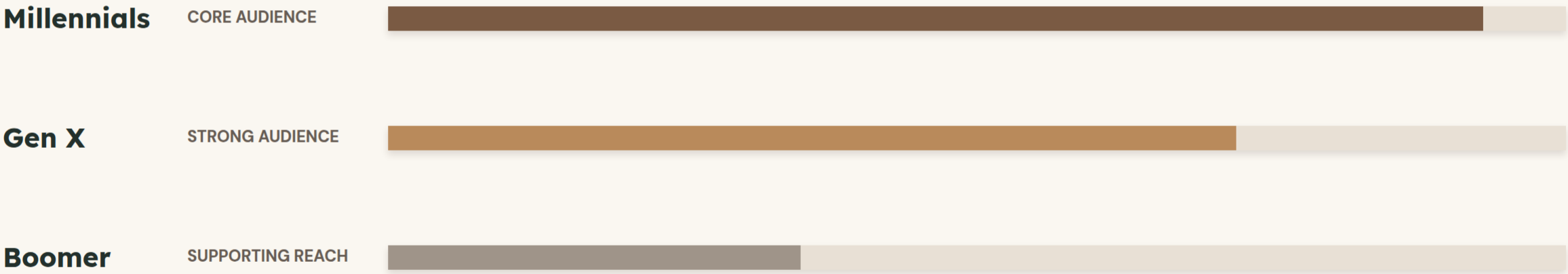


AUDIENCE

Built to reach Millennial, Gen X & Boomer consumers.

Mario’s audience positioning centers Millennial, Gen X and Boomer viewers an engaged, lifestyle-minded audience for trusted brand discovery and decision-making.

AUDIENCE PRIORITY



BRAND PARTNERSHIPS

A portfolio across travel, entertainment, lifestyle, and retail.

Mario has collaborated with established brands and hospitality partners, creating content that feels aligned with both audience and campaign.

Hilton Hotels

Corona USA

Amazon

L'Occitane

Original Penguin

Jeni's Ice Creams

Abercrombie

Netflix

GEICO

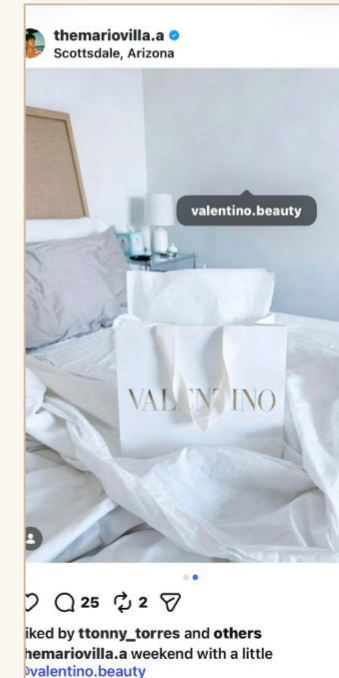
Daniel Wellington

Virgin Voyages

Hisense USA

Simon Malls

Getaway



SELECTED CONTENT EXAMPLES

Instagram: [@themariovilla.a](https://www.instagram.com/themariovilla.a) • Hotel partnership: [instagram.com/p/DDNeuLjTLNT/](https://www.instagram.com/p/DDNeuLjTLNT/) • More work: [instagram.com/p/DGyh-7LyFJF/](https://www.instagram.com/p/DGyh-7LyFJF/)

BRAND PARTNERSHIPS



PARTNERSHIP FORMATS

Content that feels natural and performs.

Instagram Reels

Short-form storytelling built around a clear campaign message.

Photo Carousels

Visual storytelling for product, experience, or campaign highlights.

Event Coverage

On-location content for launches, experiences, and activations.

Instagram Stories

Authentic, in-the-moment frames with link and call-to-action support.

UGC & Usage Rights

Brand-ready vertical assets for organic or paid distribution.

Custom Campaigns

Deliverables and timelines tailored to the brand's objective.

LET'S CREATE SOMETHING YOUR AUDIENCE WILL WANT TO SHARE.

Scottsdale, Arizona • Instagram: [@themariovilla.a](https://www.instagram.com/themariovilla.a) • Email: themariovilla.a@gmail.com • Phone: 512-550-1928