



MEDIA KIT

ELENA MARTINELLO

DIGITAL CREATOR & OUTDOOR STORYTELLER

Photo credit: Marc Strobl X Merida Bikes International



ELENA MARTINELLO **BIO**

Freelance Digital creator.

I'm Elena Martinello a content creator and photographer specializing in cycling, outdoor activities and slow tourism. I help brands share authentic stories tied to the land and an active lifestyle.

I cycle since 2003

Over the years I have collaborated with international companies in the cycling world and beyond, such as:

Generali Italia, komoot, L'Eroica, Garmin, MAVIC, Rapha, Santa Cruz, Decathlon Italia, GUNA, Massa Vecchia.

Among the territories I have worked with: Garda Trentino, Val di Fassa, Turismo Torino e provincia, Consorzio Conegliano Valdobbiadene Prosecco DOCG, Regione Umbria, Regione Liguria, Langhe Roero Monferrato, Via Francigena, Ciclovia Bicknell - Comune di Bordighera, Val di Noto.

Collaborating with:





ELENA BACKGROUND

I've contributed to::

- Gazzetta Active
- Bicilive.it
- Biciadastrada.it
- MTBcult.it
- Blog Garmin Italia
- Blog Mgc.vis

In 2013, I became the first female brand ambassador for Rapha, which allowed me to organize the first women-only rides in Italy.

In 2016, together with other women, I founded the Ride Like a Girl Project community.

From 2017 to 2018, I worked as press officer for Polartec Italy and as Sport Marketing Manager for Julbo Italy.

I'm a model and I have competed in several cycling disciplines and I'm a certified MTB guide.

SOCIAL MEDIA **NUMBERS**



My audience includes cyclists, travelers and outdoor lovers looking for inspiration, routes, and gear to put to the test in the real world. I speak to people who love to move, explore, discover, and invest in authentic, high-quality experiences.

 [@elena.martinello](https://www.instagram.com/elena.martinello)
22.760 followers

 [/martinelloelena](https://www.facebook.com/martinelloelena)
15.336 followers

 [@elena.martinello](https://www.tiktok.com/@elena.martinello)
2.930 followers

 [/elenamartinello](https://www.linkedin.com/company/elenamartinello)
1.959 followers

 [Broadcast Channel
RIDE FOR COFFEE](https://www.instagram.com/broadcastchannelrideforcoffee)
521 Membri

 @elena.martinello
4.508 followers

 [Elena](https://www.youtube.com/Elena)
10.160 followers

Community of over **60.000 people**

Elena Martinello | www.elenamartinello.com



Photo credit: Paolo Penni Martelli X HiRides

COMMUNITY AND AUDIENCE

<

Dashboard per professionisti

Insight

2 nov - 1 dic

Visualizzazioni

↗ 391.535 >

Interazioni

↗ 7822 >

Nuovi follower

↗ 432 >

Contenuti che hai condiviso

165 >

Luoghi principali

Città

Paesi

Italia

56,6%

Stati Uniti

4,5%

Spagna

3,7%

Regno Unito

3,2%

Brasile

3,1%

<

Visualizzazioni

Ultimi 30 giorni ▾

2 nov - 1 dic

Visualizzazioni

391,535

Follower

35,2%

Non follower

64,8%

Account raggiunti

124,638

+711,1%

In base al tipo di contenuto

Tutti

Follower

Non follower

Reel

55,2%

Storie

26,1%

Post

18,7%

Video

0,0%

Follower

Non follower

In base ai contenuti più popolari

Mostra tutto

215.403

19 nov

165.490

26 nov

118.179

24 nov

80.954

20 nov

<

Follower

13-17

0,2%

18-24

1,6%

25-34

12,7%

35-44

31,6%

45-54

33,4%

55-64

16,5%

65+

4,0%

Genere

Uomini

81,7%

Donne

18,3%



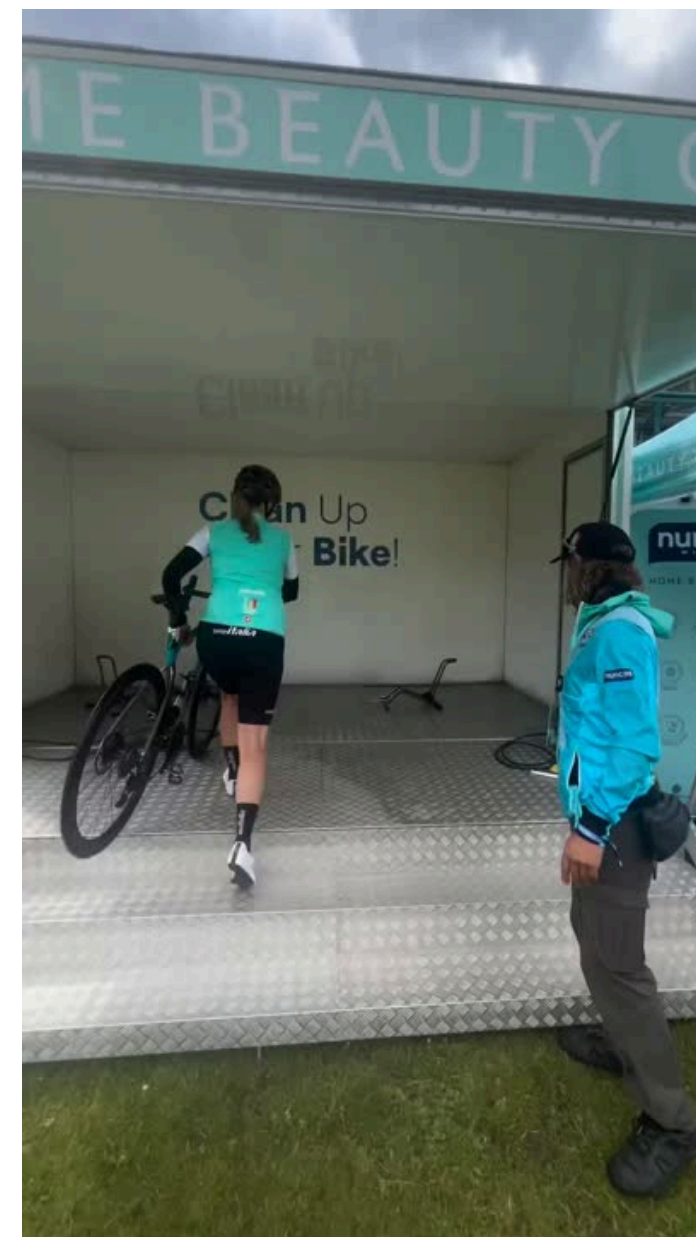
SOME CONTENTS 2025



DECATHLON X Giro d'Italia



Consorzio Conegliano
Valdobbiadene Prosecco DOCG



NUNCAS X Maratona dles Dolomites



Hotel Funivia Bormio

THEMES I TELL ABOUT

Cycling and bike adventures

I explore places by pedaling, showcasing routes, feelings, and products that make every experience more authentic.

Wellness for soul, body and mind

I share rituals and simple exercises to restore balance between body and mind, for those who live an active lifestyle and love to immerse themselves in nature.

Sustainability and lifestyle

I promote a mindful way of living: from gardening to small DIY projects for the home, from self-care to raising awareness about sustainability and plastic collection for the good of the planet.

Travel and experiences

I celebrate a slow, authentic life made of places to visit, landscapes, and activities carried out with respect for the land.



MY VALUE FOR BRANDS

Thanks to a decade of experience, I help brands turn their products into inspiring stories. I create authentic visual experiences where technology meets nature. Whether it's a camera, a drone, or a bike, my goal is to show a product's real value in the field or make people live an experience through my storytelling.

I provide flexible packages shaped around your brand's needs, from social content to long-term collaborations.

Key strengths:

- Authentic, natural and impactful photo/video content
- Real use of products in outdoor and indoor environments
- Cohesive style with thoughtful storytelling
- Values: freedom, sustainability, authenticity
- Ability to tailor content to various formats (social, ads, blog...)
- Participation in experiences and events
- Brand visibility on my website



Photo credit: Paolo Penni Martelli X Nova Eroica

TALKING ABOUT ME - PAPER



Cycling Weekly - UK

Rivista Vero

Vélo Tout Terrain



Corriere dell'Umbria

Cyclist Magazine - Italia

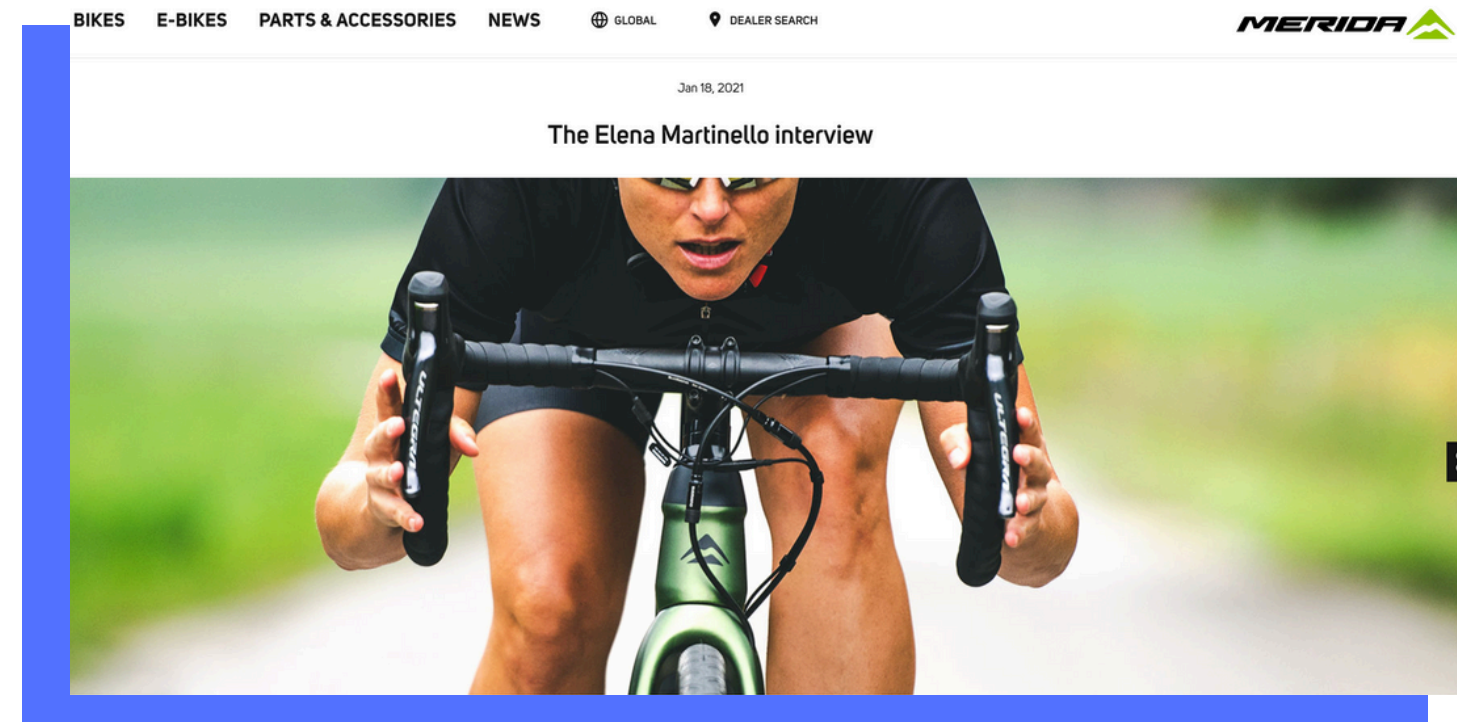
High Cycling - Spagna

Bicicleta- Brasile

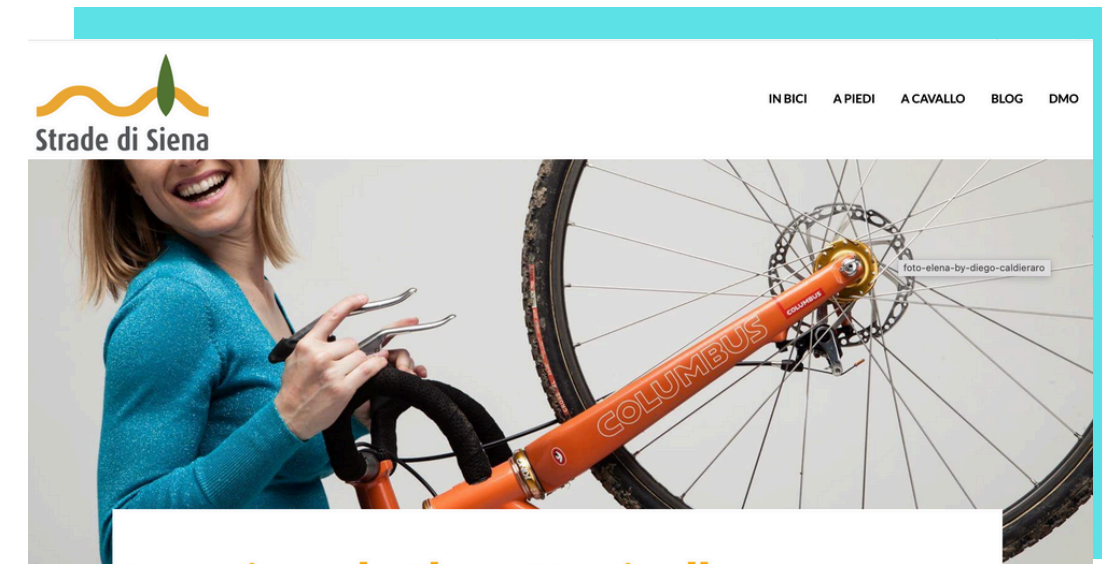
TALKING ABOUT ME - WEB



BICI.STYLE



Merida Bikes International



Intervistando Elena Martinello

Terre di Siena

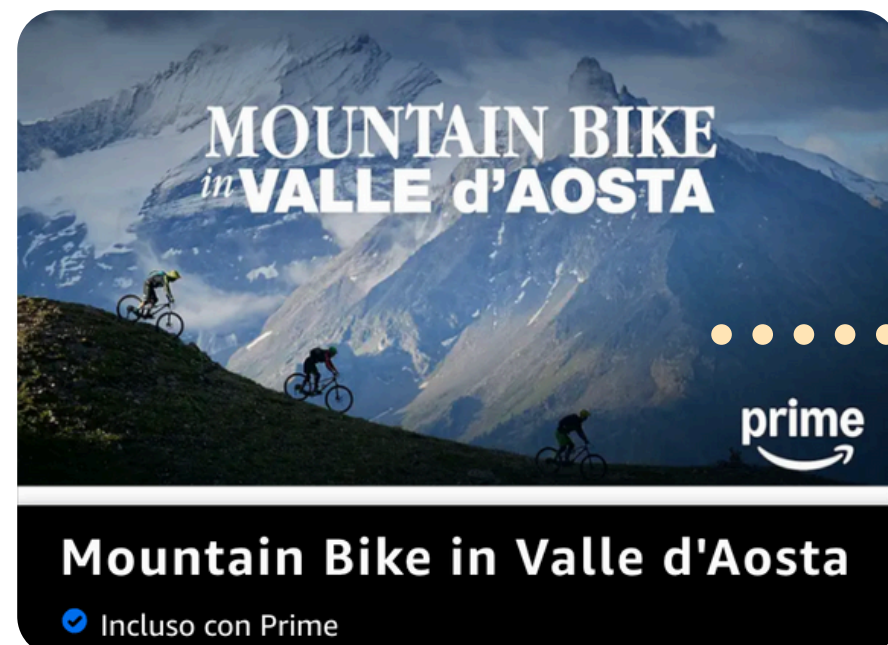
OTHER MEDIAS

IN TV



**2025 - Protagonist of
Restyle - Tutti gli stili che sei**
on Real Time X Vinted with Giulia Penna

Stylists: Marco De Lucia & Laura De Iuliis
Link to replica



2023 - Mountain bike in Valle d'Aosta
Prime Video - **Link al video**

LET'S GET IN TOUCH

ELENA MARTINELLO

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based in Italy

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Photo credit: Rupert Fowler X Cicalino Bike World