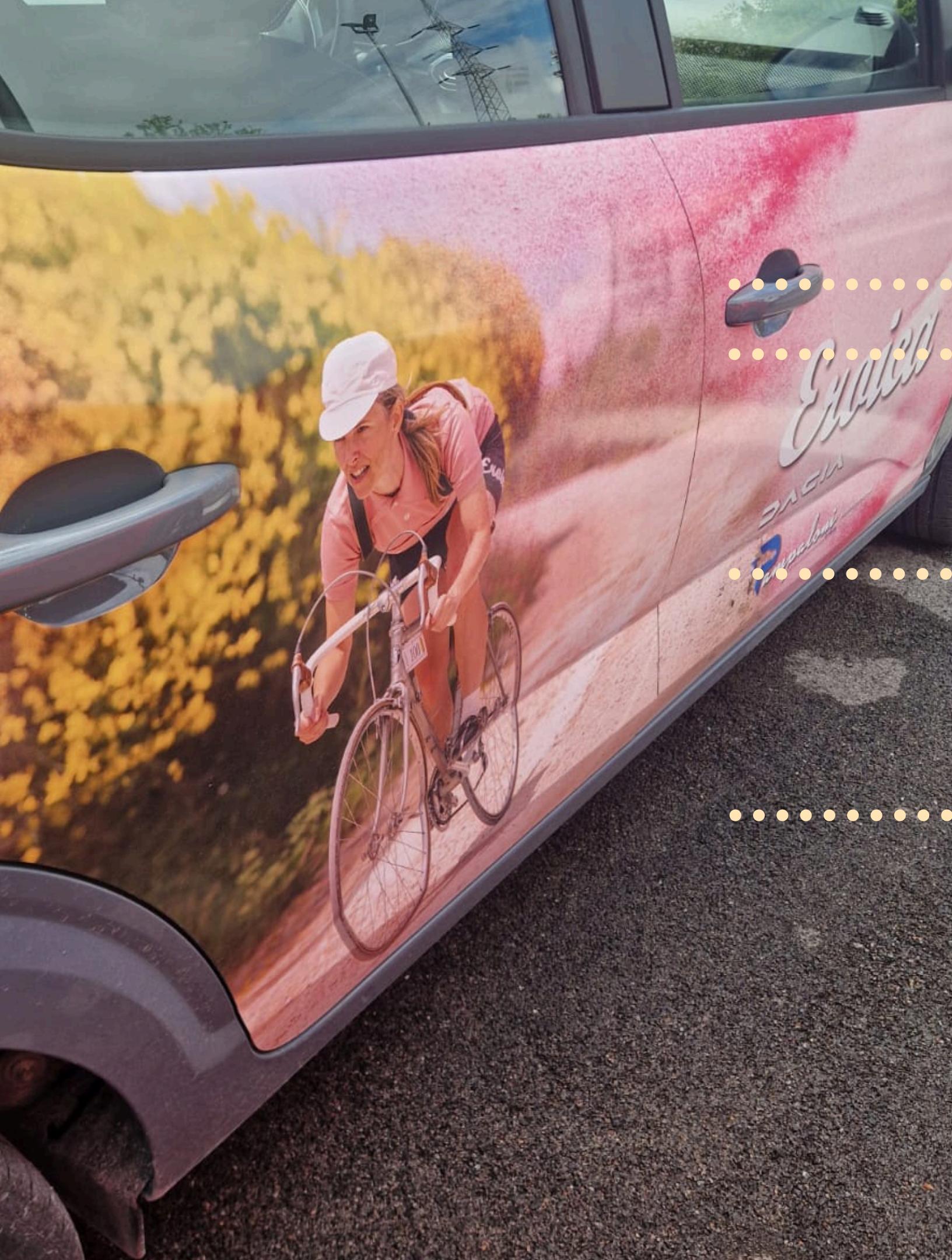




MEDIA KIT

ELENA MARTINELLO

DIGITAL CREATOR & OUTDOOR STORYTELLER



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
- Bicidastrada.it
- MTBcult.it
- Blog Garmin Italia
- Blog Mgk.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.



[@elenamartinello](https://www.instagram.com/elenamartinello)

22.760 followers



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

15.336 followers



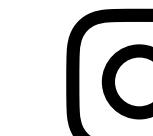
[@elenamartinello](https://www.tiktok.com/@elenamartinello)

2.930 Followers



[@elenamartinello](https://www.linkedin.com/in/elenamartinello)

1.959 followers



[@rideforcoffee](https://www.instagram.com/rideforcoffee)

Broadcast Channel
RIDE FOR COFFEE

521 Membri



[@elenamartinello](https://www.twitter.com/elenamartinello)

4.508 followers



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

10.160 followers

Community of over **60.000 people**

Elena Martinello | www.elenamartinello.com

COMMUNITY AND AUDIENCE

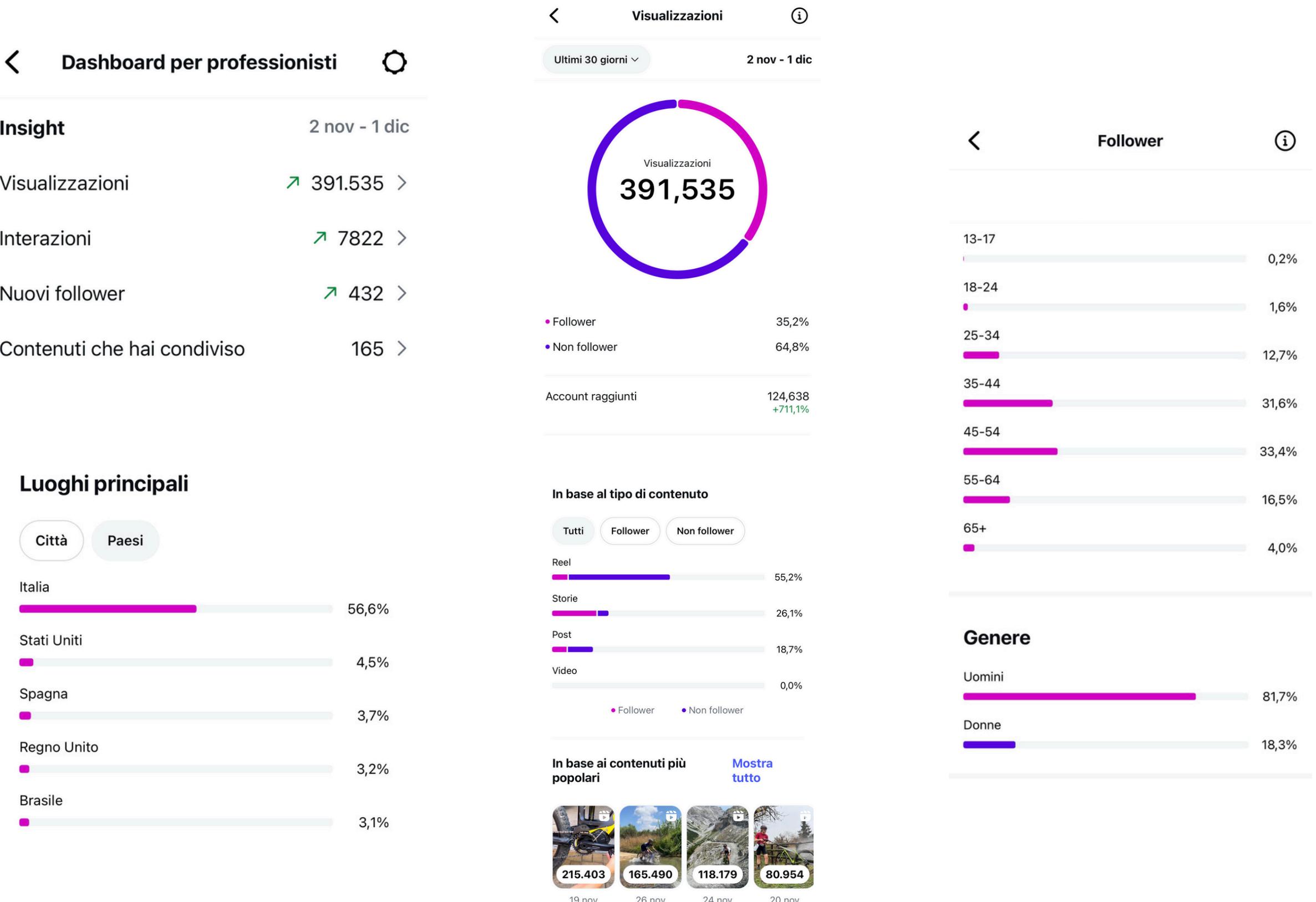


Photo credit: Paolo Penni Martelli X HiRides



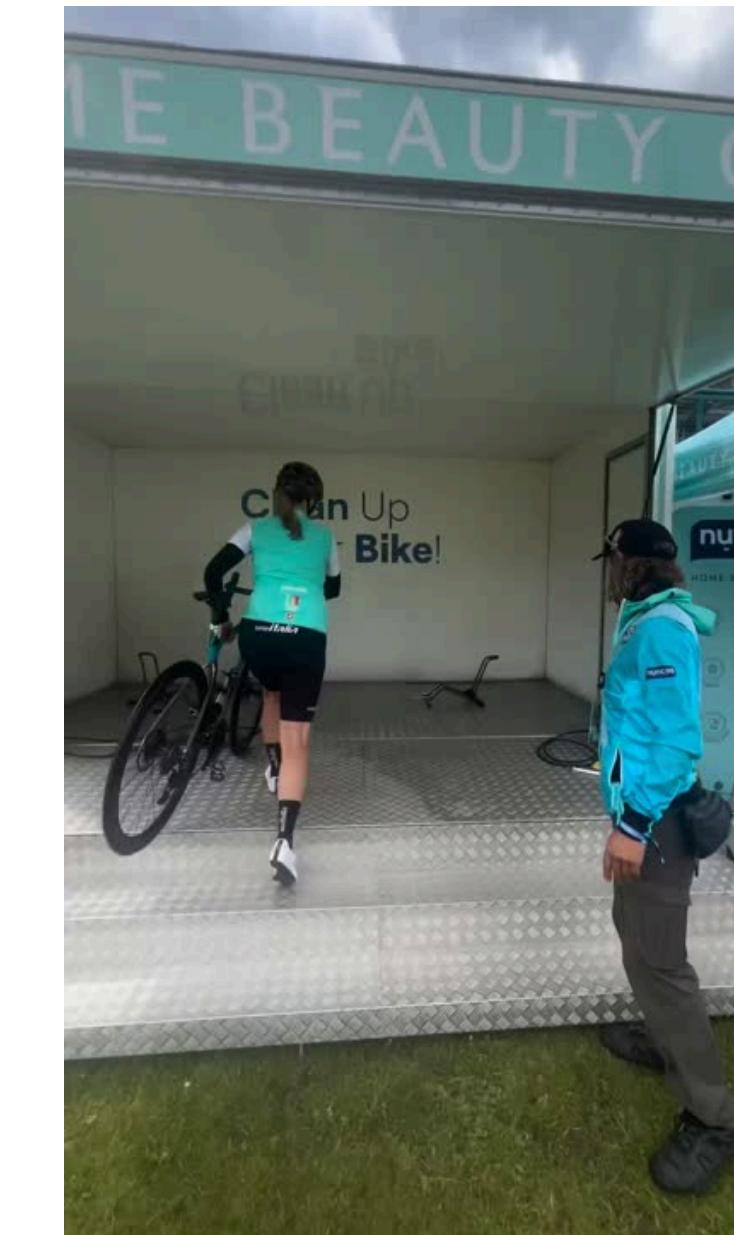
SOME CONTENTS 2025



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

**Sabato il convegno inserito nel cartellone della sesta edizione
Esperienze al femminile alla "Spoleto Norcia in MtB"**

SPOLETO

Si intitola "Le donne nello sport, nell'imprenditoria, nella politica, nell'innovazione e nella salute" il convegno, inserito nel cartellone della sesta edizione de "La Spoleto Norcia in MtB", in programma sabato alle ore 10 a palazzo Mauri. All'appuntamento prenderanno parte Daniela Isetti (vice presidente vicaria della Federazione ciclistica italiana e commissario del comitato regionale Umbria), Ada Urbani (assessore allo sviluppo economico del Comune), Anna Donati (portavoce dell'associazione "Alleanza per la Mobilità Dolce"), Barbara Pedrotti (conduttrice televisiva), Elena Martinello (sport blogger), Ludovica Casellati (scrittrice e fondatrice del magazine Viaggini).

Feder ciclismo Umbria
Associazionismo e salute, testimonianze a confronto

bici.com), Maria Assunta Ciacci (biologa nutrizionista), Maria Luisa Lucchesi (giornalista) e Michele.



Cycling Weekly | June 13, 2019 | 31



Rivista Vero



Cyclist Magazine - Italia



High Cycling - Spagna

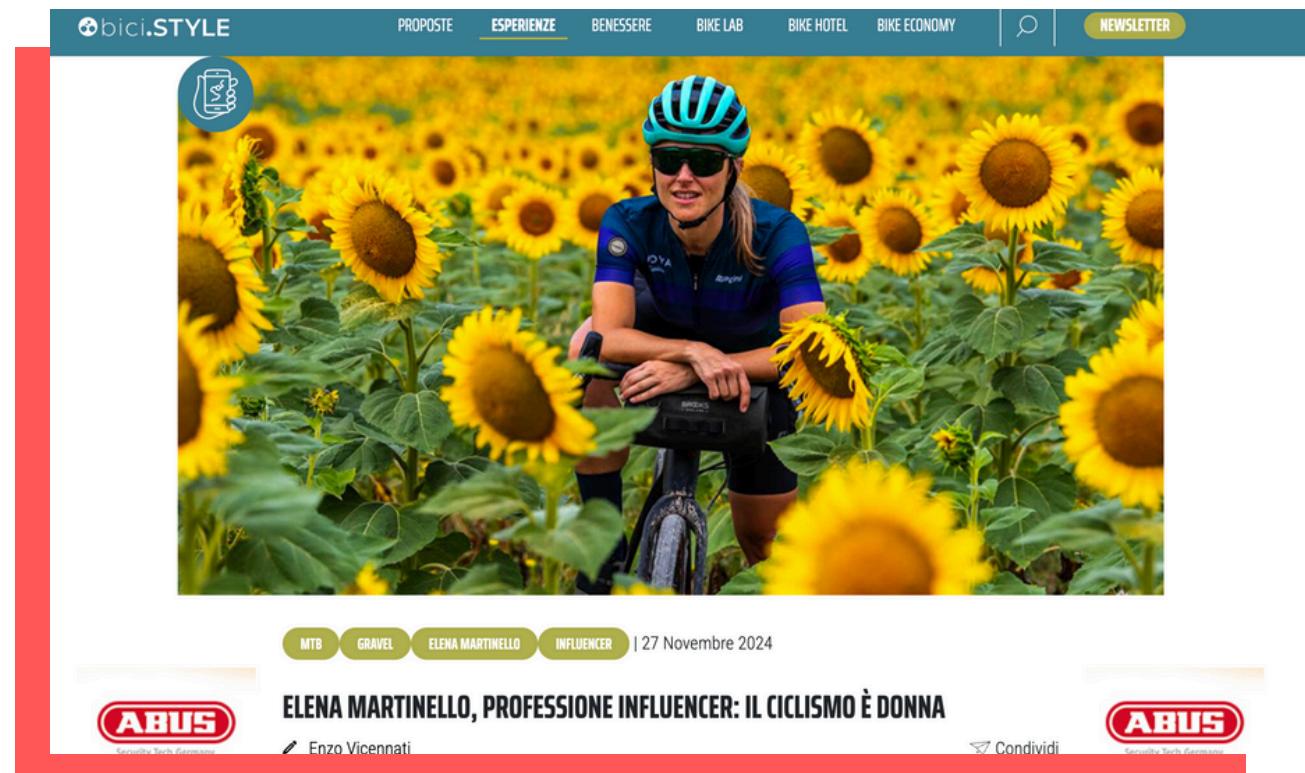


Vélo Tout Terrain



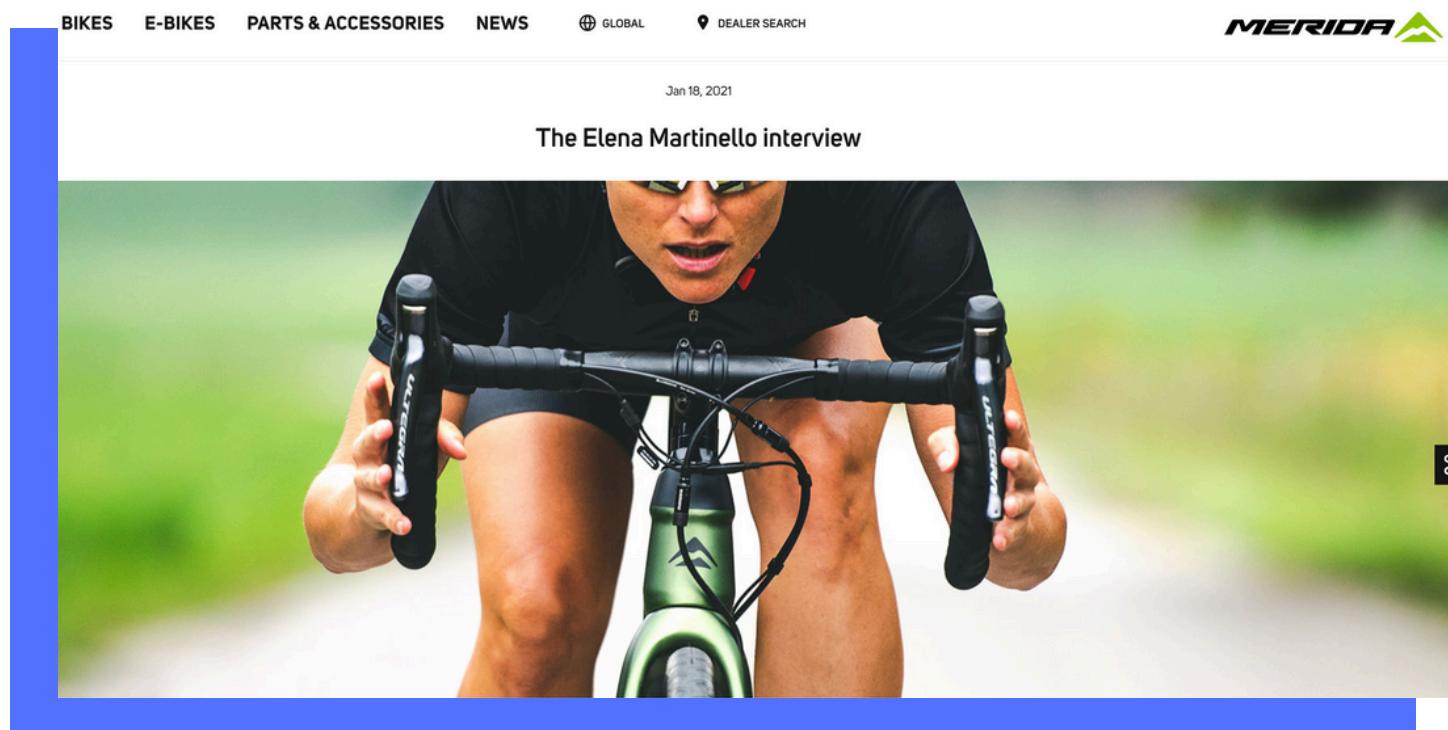
Bicicleta - Brasile

TALKING ABOUT ME - WEB



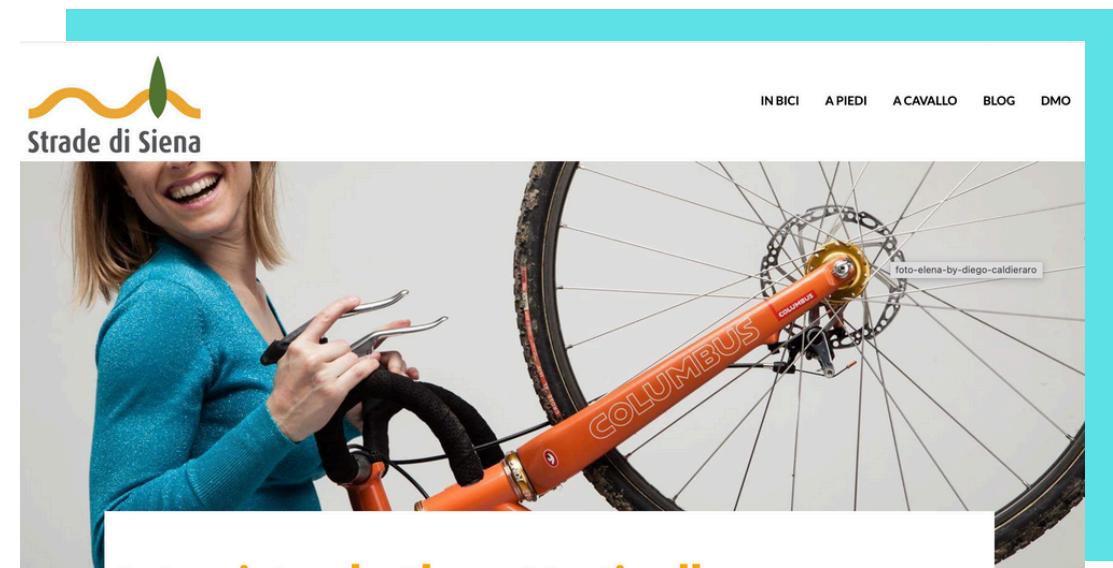
The screenshot shows a woman in cycling gear riding a bicycle through a field of sunflowers. The website's header includes the logo 'bici.STYLE' and navigation links for 'PROPOSTE', 'ESPERIENZE', 'BENESSERE', 'BIKE LAB', 'BIKE HOTEL', 'BIKE ECONOMY', a search icon, and a 'NEWSLETTER' button. Below the image, there are category tags: 'MTB', 'GRAVEL', 'ELENA MARTINELLO', and 'INFLUENCER'. The date '27 Novembre 2024' is also visible. The ABUS logo is present at the bottom.

BICI.STYLE



The screenshot shows a woman in cycling gear riding a bicycle. The website's header includes links for 'BIKES', 'E-BIKES', 'PARTS & ACCESSORIES', 'NEWS', 'GLOBAL', and 'DEALER SEARCH'. The 'MERIDA' logo is at the top right. The date 'Jan 18, 2021' is at the top left. The text 'The Elena Martinello interview' is displayed above a large image of the woman cycling.

Merida Bikes International



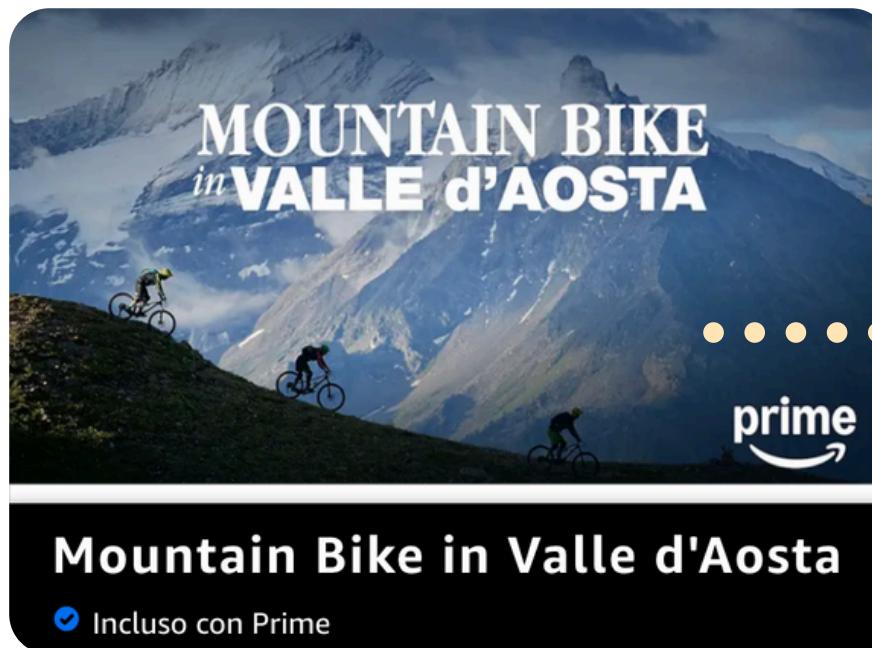
The screenshot shows a woman holding a bicycle wheel. The website's header includes the logo 'Strade di Siena' and navigation links for 'IN BICI', 'A PIEDI', 'A CAVALLO', 'BLOG', and 'DMO'. The text 'Intervistando Elena Martinello' and 'Terre di Siena' is overlaid on the image.

OTHER MEDIAS



Stylists: Marco De Lucia & Laura De Iuliis
[Link to replica](#)

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



**2023 - Mountain bike in Valle d'Aosta
Prime Video - [Link al video](#)**

LET'S GET IN TOUCH

ELENA MARTINELLO



email collab@elenamartinello.com



based in Italy



www.elenamartinello.com



Photo credit: Rupert Fowler X Cicalino Bike World