WELLNESS CONTENT CREATOR

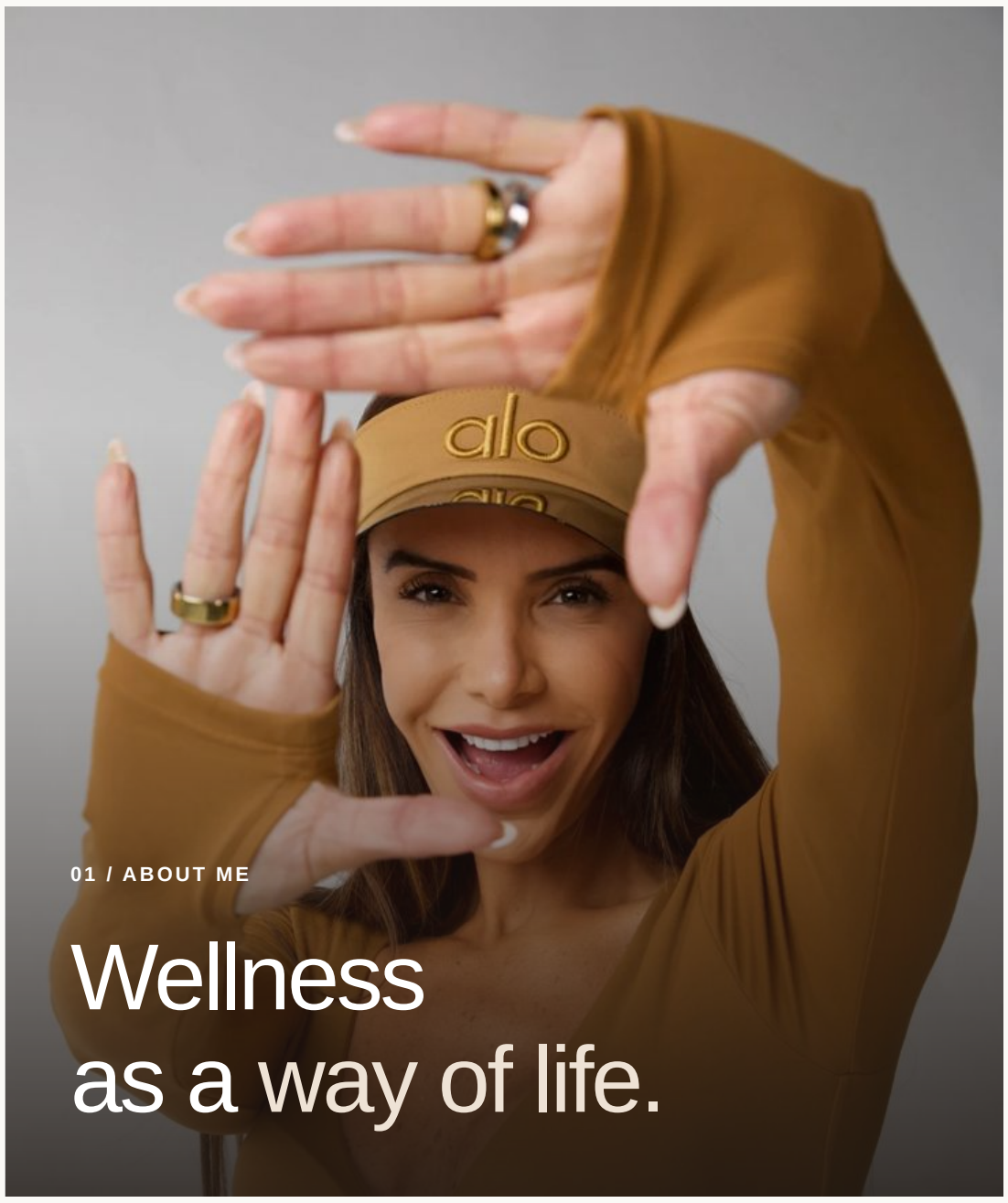
Carol Macedo

Wellness as a way of life.
Personality in every choice.

91.5K	4.7M	62%
Instagram followers	views last quarter	female audience

Explore my world ↓

Wellness | Fashion | Fitness | Beauty & Aesthetics | Travel



01 / ABOUT ME

Wellness as a way of life.

Experience, presence and a perspective that goes beyond a single field.

I’m Carol Macedo, a wellness content creator. Born in São Paulo and now based in the United States, I share my daily life through wellness, fashion, beauty, travel and movement.

Follow my everyday life ↗

23 years
as a personal trainer

62%
female audience

BR · US
two cultures

MY ROUTINE, YOUR BRAND

A real routine.
And your brand can be part of it.



I don’t stick to a single niche. Wellness, fashion, beauty, travel and training are all part of my day, and that everyday life is where brands show up.

That is why my content doesn’t feel like an ad: the brand appears in the context of someone who actually uses it, for an audience that relates to me.

01 **An audience that relates**
62% are women and almost half of my audience is between 35 and 54 years old.

02 **Many worlds**
Wellness, fashion, beauty, travel and fitness: room for brands across different categories.

03 **Credibility**
23 years as a personal trainer and features in outlets such as Boa Forma, Delas · iG and Jornal de Brasília.

02 / INSTAGRAM HIGHLIGHTS

Content that reaches further.

@carolmacedotrainer
Visit the profile

COMMUNITY

91.5

K

Instagram followers

VIEWS

4.7

million

views last quarter

INTERACTIONS

387

K

interactions last quarter

Source: Instagram Insights · updated November 2026.



WHO FOLLOWS ME

An audience that relates.

GENDER

Women	Men
62.2%	37.8%

AGE RANGE

13-17	3.9%
18-24	11.2%
25-34	29.4%
35-44	26.3%
45-54	21.2%
55-64	6.5%
65+	1.6%

47.5% of the audience is between 35 and 54 years old.

TOP AUDIENCES

United States · Brazil

The numbers, at a glance.

VISIBILITY 01

Content that broadens the conversation.

4.709.320

views

Interactions
387.109

Viewers
1.381.834

View screenshot

REEL RESULTS 02

One post. Over a million views.

1.231.196

views

Viewers
968.352

View screenshot

ENGAGEMENT 03

People take part.

58.246

likes

Comments
487

Shares
3.709

Saves
635

Reposts
384

View screenshot

03 / FEATURED REELS

Millions of views.
Content that connects.

Results that show
the power of connection.

FEATURED REEL / 01

2.6 million

views



View on Instagram

FEATURED REEL / 02

1.2 million

views



View on Instagram

FEATURED REEL / 03

401 K

views



View on Instagram

FEATURED REEL / 04

125 K

views



View on Instagram

04 / BRAND PORTFOLIO

Content created with brands.

A selection of my brand content.

BRAND CONTENT

Part of everyday life.
Part of the conversation.

A brand shared through the everyday life of someone who uses it.

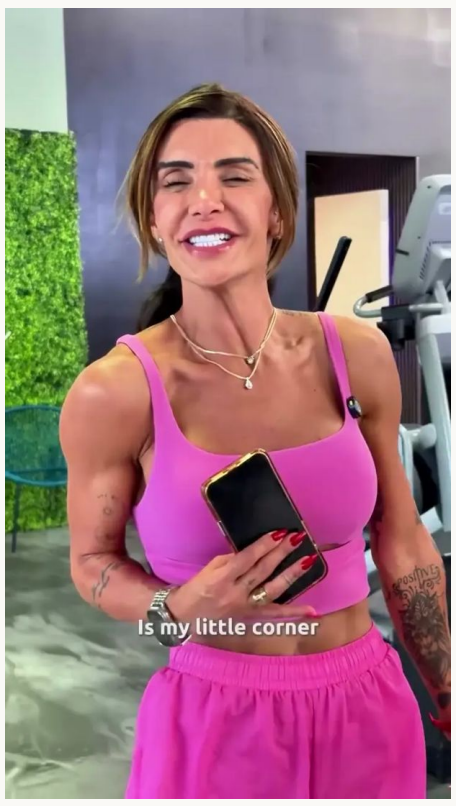
Caffeine Army





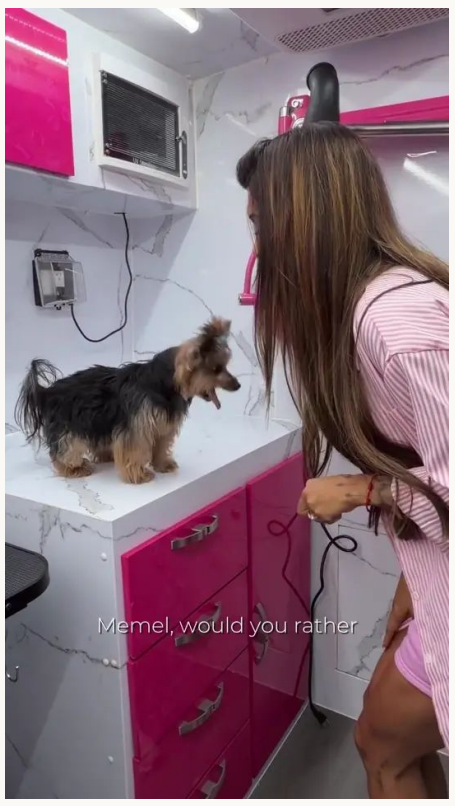
Prozis SUPPLEMENTS

View on Instagram



Gika Farias WELLNESS

View on Instagram



USA7E BUSINESS

View on Instagram



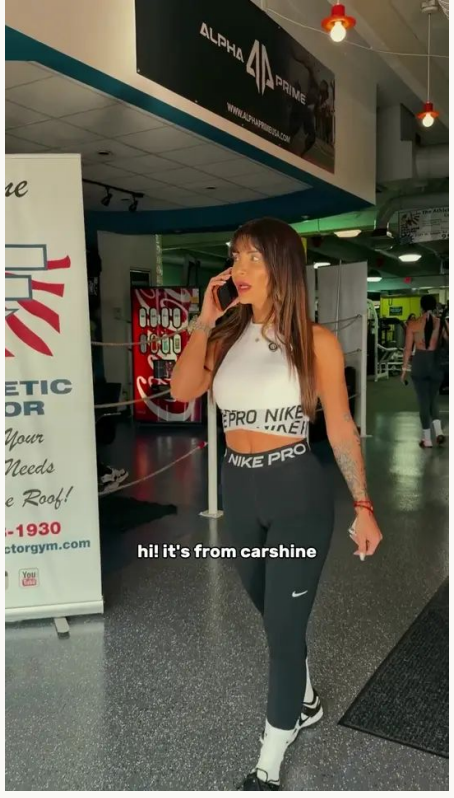
LEV Açaí FOOD

View on Instagram



Jay Barbosa Stylist BEAUTY

View on Instagram



CarShine SERVICES

View on Instagram



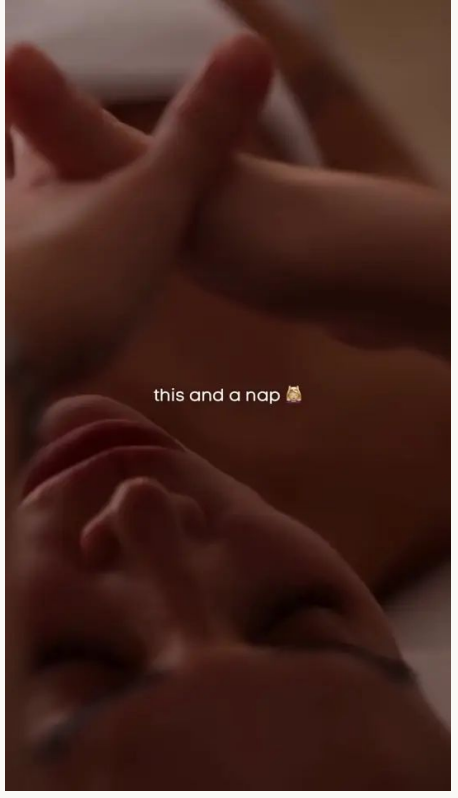
Gaspari Nutrition SUPPLEMENTS

View on Instagram



Flavors of Good FOOD

View on Instagram



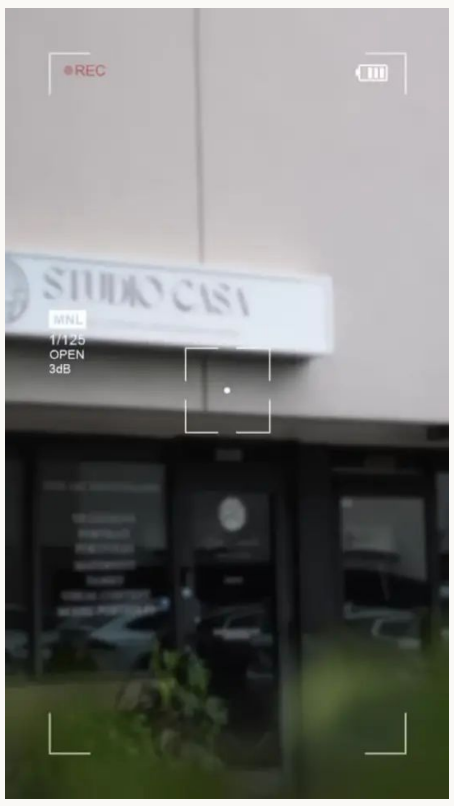
Advanced MedSpa AESTHETICS

View on Instagram



Gaspari Nutrition SUPPLEMENTS

View on Instagram



we.move EVENT

View on Instagram



Flavors of Good FOOD

View on Instagram

Let’s shape your campaign.

Rates in US dollars.
Custom proposals with the Team.

	FORMAT	SCOPE	RATE
01	Stories	A sequence of 2 Stories + 1 complimentary Story, with a link and brand mention.	US$ 500
02	Feed post	Photo or carousel. Published on the feed for 60 days.	US$ 500
03	Reels	One Reel published on Instagram.	US$ 600
04	Reels + Stories bundle	1 Reel + a sequence of 2 Stories + 1 complimentary Story, with link and brand mention.	US$ 990 save US$ 110

Rates in US dollars (USD). Feed posts remain published for 60 days. Scope, timelines, usage rights and any travel are defined in the commercial proposal.

Request a custom proposal ↗

Expertise starts conversations.

View press coverage

IN CAROL’S OWN WORDS

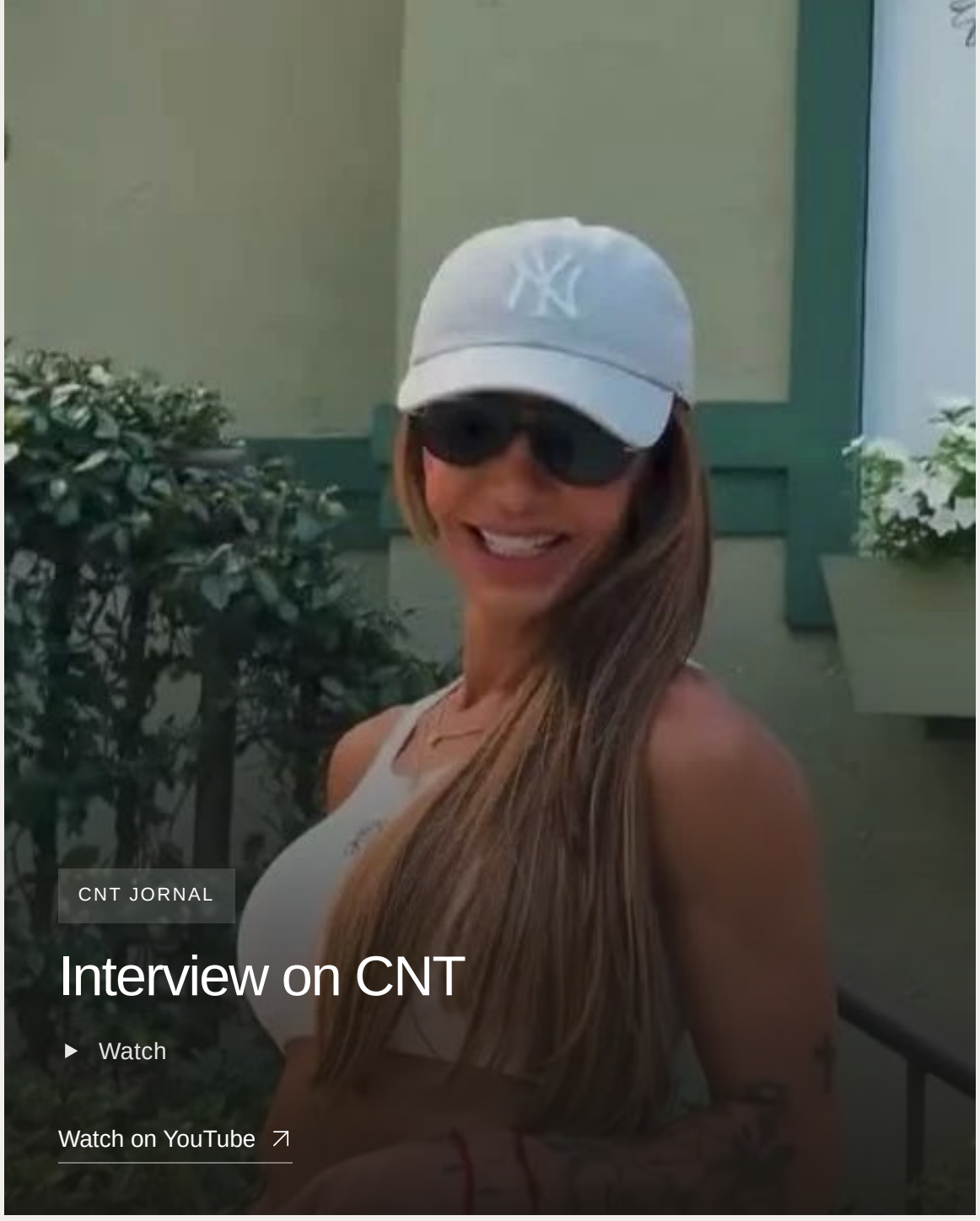
Behind the content, a story.

Get to know me in this conversation with Adams Magazine.

Watch the conversation

View on Adams Magazine





CNT JORNAL

Interview on CNT

▶ Watch

Watch on YouTube ↗



BREAKINGFAST

Carol Macedo on television

▶ Watch

Watch on YouTube ↗

BOA FORMA 18/09/2026

Remada curvada serve para qual músculo?

Read article ↗

DELAS · IG 30/10/2026

Musculação após os 40: fortalecimento é essencial para a saúde

Read article ↗

JORNAL DE BRASÍLIA 08/09/2026

Personal trainer Carol Macedo redefine treino feminino dos 40+

Read article ↗

VIRGULA 23/09/2026

Canetas emagrecedoras mudam perfil nas academias e acendem alerta

Read article ↗

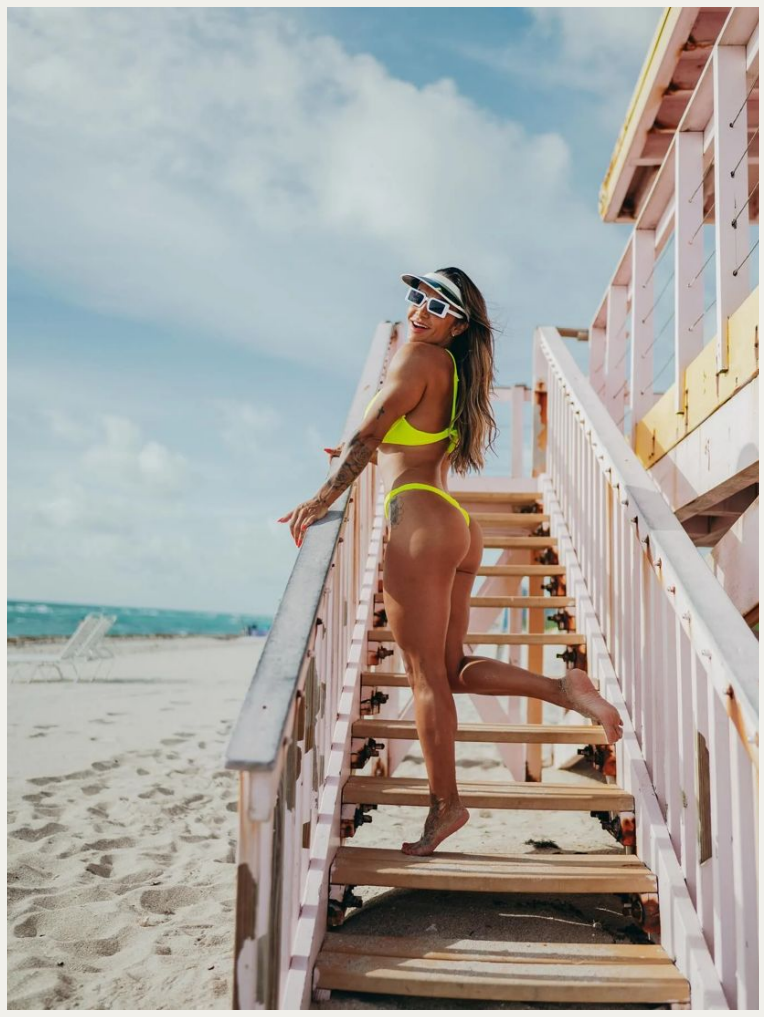
A way of life in pictures.



Everyday style



New places



Sun, movement and wellness



Different experiences



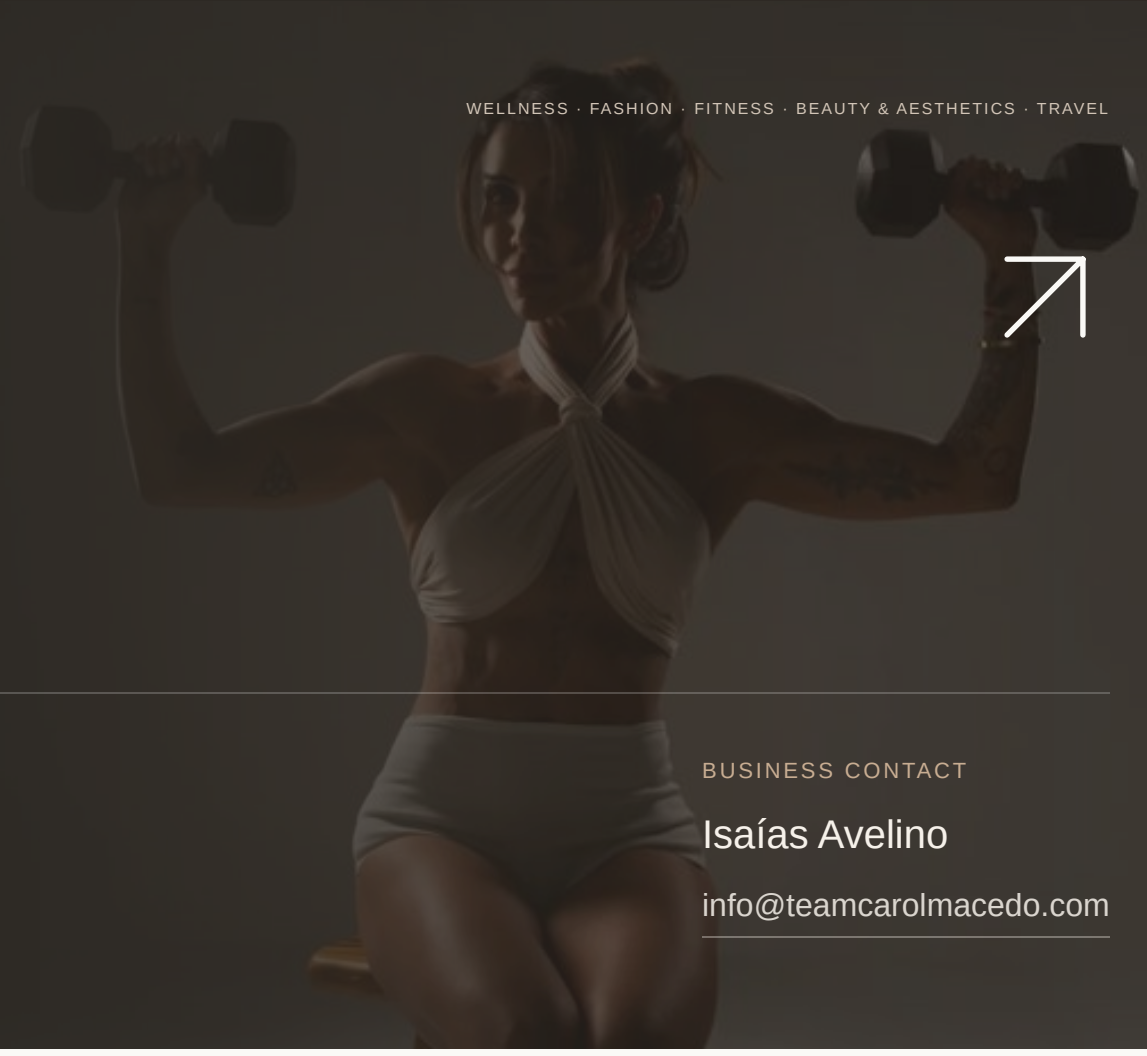
Style for everyday life



Personality in every choice

WELLNESS · FASHION · FITNESS · BEAUTY & AESTHETICS · TRAVEL

Let’s create a connection.



Share your project.

The Team will help you explore the possibilities.

BUSINESS CONTACT

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