



Delivering Authentic Experiences - Beyond The Usual



PROFILE

Through powerful imagery and inspiring storytelling, Chris "Stasher" Istace reaches a targeted online audience and achieves strong engagement. Chris has built a loyal online following with his original, authentic content. His outdoor photography resonates powerfully with active millennials and other key demographics.

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DELIVERABLES

- Proven effective social marketing content & campaigns
- High quality digitally licensed images
- Bespoke photos and videos of your services/products
- Instagram, Facebook & Twitter stories, posts, updates
- Creative blog post(s) to deepen engagement
- Targetted traffic through my popular channels

MY AUDIENCE AND METRICS

INSTAGRAM

- 11,621 followers, primarily the PNW region
- 55% male 45% female, 25-34 largest demographic

BLOG

- 3200 visitors per month, 67% Canada 18% US
- 54% male 46% female

FACEBOOK

- 2348 followers, primarily the PNW region
- 37% male 61% female, 25-34 largest demographic

TWITTER

- 1656 followers, 63% Canada 27% US
- 55% male 45% female, primarily Western Canada

PAST AND CURRENT CONTRACTS

- BC Transit - Social Media Influencer, blog content creation
- Altitude Sports - Gear Reviews
- BC Ferries - Social Media Influencer, photographer
- Canadian Tire - production support, location scouting
- DMO Campaigns - Tofino, Nanaimo, Campbell River & more
- Published work - CV Collective , Coast Mountain Culture

SOCIAL MEDIA CHANNELS

Instagram	@STASHER_BC
Twitter	@STASHER_BC
Facebook	@MINDFULEXPLORER



Chris Istace Writer & Photographer

<https://www.chrisistace.com/2017/04/08/gear-review-mountain-hardware-backpack/>



Gear Review : Mountain Hardware Ozonic 70 Outdry Backpack • Mindful Explorer

When your trip plans include multi-day treks to Alpine objectives consider the Mountain Hardware Ozonic 70 Backpack. www.ChrisIstace.com

CHRISISTACE.COM



FestivalSeekers Tourism Ucluelet Tourism Tofino

<http://www.festivalseekers.com/story/set-sail-vancouver-islands-pacific-rim-whale-festival>



Set sail for Vancouver Island's Pacific Rim Whale Festival | FestivalSeekers

Along the western shoreline of Vancouver Island lies a rugged and wild region. Situated between Clayoquot Sound to the north and Barkley Sound to the south,...

FESTIVALSEEKERS.COM



Valhalla Pure Outfitters Online

<http://blog.vpo.ca/2017/07/31/gear-review-first-impressions-of-the-nemo-losi-ls-2p-tent/>



Gear Review: First Impressions of the Nemo Losi LS 2P Tent | VPO

The forest was beautiful as the sun shone through the thick canopy with beams of light. A small river nearby trickled and cascaded over the rocky shoreline in a...

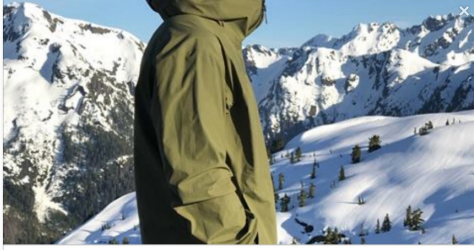
BLOG.VPO.CA

Chris Istace

explore.adventure.photograph.



Chris Istace Writer & Photographer
<https://www.chrisistace.com/2017/06/18/black-diamond-liquid-point-gtx-shell/>




Gear Review : Black Diamond Liquid Point GTX Shell

Constantly striving to find gear that meets the demands of the adventuring minimalist the Black Diamond Liquid Point GTX Shell makes the cut. Typical requirements for an outer shell are durable, windproof, waterproof, functional and...

CHRISISTACE.COM

tentree Chris Istace Writer & Photographer
<https://www.tentree.com/blogs/posts/nature-starts-at-home>



Nature Starts at Home

As we scroll through all the latest beautiful photos on Instagram or flip through the Facebook pages of inspiring outdoor adventurers we follow, the inspiration to get outdoors rapidly grows within us. We come up with a gameplan to get outdoors,...

TENTREE.COM

The CV Collective
<https://cvcollective.ca/nanaimo/>



Get outta town: Nanaimo - CVC

Appreciating the old and discovering the new. In its infancy, much of the development of Vancouver Island was the result of exploration and the search for natural resources. This was certainly the case for Nanaimo, a city built on coal,...

CVCOLLECTIVE.CA

Live Out There Chris Istace Writer & Photographer
<https://blog.liveoutthere.com/how-to/5-simple-essentials-backpacking-bliss/>



5 Necessities For Backpacking Bliss | Live Out There

The great outdoors is calling, and it's time to pick up. You've gone on day trip adventures and fallen in love with hiking but now you think you are ready to make the jump into backpacking. To put it simply: the key to becoming a happy...

BLOG.LIVEOUTTHERE.COM

BC Transit Chris Istace Writer & Photographer
<https://explorebcbybus.com/adventures-port-alberni/>




Adventures in Port Alberni - Explore BC By Bus

Many are traveling to Port Alberni to discover all the outdoor recreation activities that are possible. Powered by BC Transit as our mode of transport, we wanted to catch a small taste of this wonderful outdoor playground.

EXPLOREBCBYBUS.COM

Daily Hive Vancouver Tourism Tofino
<http://dailyhive.com/vancouver/tofino-road-trips-must-do-stops>



The top stops you need to take on your road trip to Tofino

Hop in your car and experience the beauty of Vancouver Island on a road trip to the surfers' haven of Tofino along the Pacific Rim Highway.

DAILYHIVE.COM