



MEDIA KIT

ROY PATTERSON
(@ROY_FER)

Hola!

I'm Roy, a proud gay, Latino, first-generation Mexican-American content creator and all-around storyteller based in NYC. Powered by passion, color, and bold energy, for me every collaboration is a chance to connect, inspire, and create impact. I'm excited to partner with brands that align with my passion for creativity and authenticity. Together, we can create impactful content that resonates with audiences and drives results. Let's collaborate and make magic happen!

JUST A FEW BRANDS I HAVE WORKED WITH...



moderna

KLM
Royal Dutch Airlines

Google



EMPORIO ARMANI

Meta

AT&T

HBO MAX

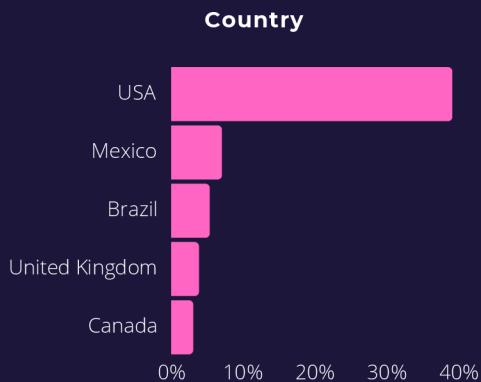
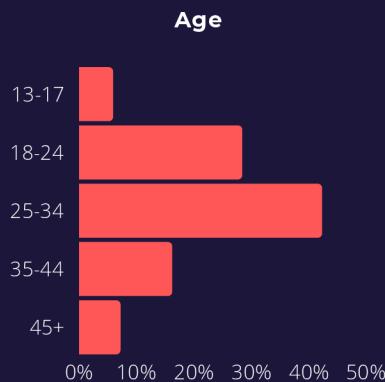
O·P·I





@ ROY_FER (INSTAGRAM)

SOME NUMBERS



%
10.19%
engagement rate

268,848
reach of the last 7 days

100
average comments per post

320,000+
followers

1700
average likes

24,000
average views

TESTIMONIES



"Roy is phenomenal! He created engaging and high-quality content. Not only is he creative and professional, but he also communicates exceptionally well, making collaboration seamless. Roy is smart, personable, and truly dedicated—he put incredible time and effort into developing content for 55th Avenue Cocktails. Absolutely fantastic to work with, and I highly recommend him!"

55th Ave Cocktails, CEO

"Working with Roy was a great experience. He delivered an exceptional reel with high-quality visuals and impressive engagement. His detailed description of our product was spot on. I would gladly collaborate with him again in the future."

Life Happns, CEO

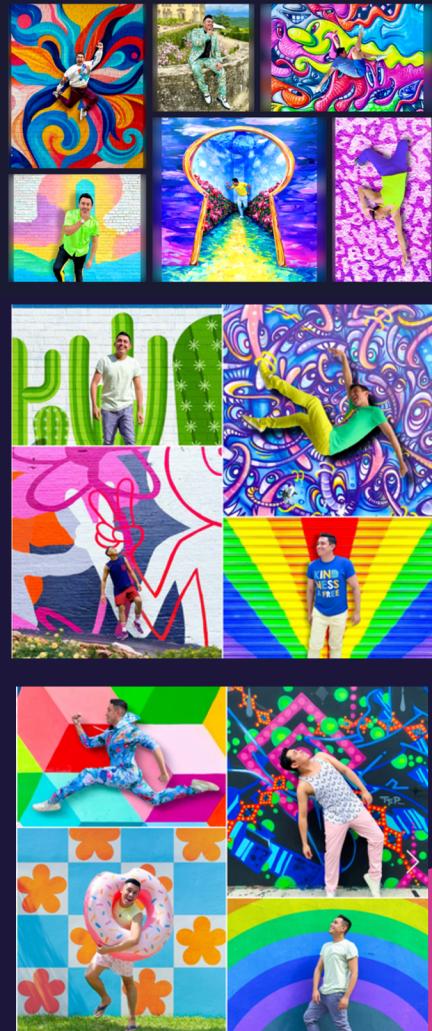
"Roy has so much personality on screen! He does his homework, too - his videos will incorporate your brand's language and messaging while still feeling like "him". Highly recommended."

Dirt & Honor, CEO

LET'S CONNECT



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With a passion for creativity, color, and a keen eye for detail, I bring unique, bright and relatable content to life on Instagram.