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ELEMENTOFCF / MEDIA KIT

Beyond the *ordinary.*

Travel, culture and lifestyle storytelling

Clifford Farrar · Creator & storyteller

elementofcf.com





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MEET THE CREATOR

Clifford Farrar

I tell travel, culture and lifestyle stories through the moments that make a place feel real.

That could be a meal I’m still thinking about, a conversation I didn’t expect, or the little detail that tells you more about a city than the itinerary does.

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Selected work

Three stories from the ElementofCF feed.

Cancún Unexpected Moments

Travel storytelling

WATCH REEL ›

Mexico Cenote

Adventure

WATCH REEL ›

Vietnam History

Culture

WATCH REEL ›



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Audience & performance

FEATURED INSTAGRAM REEL

Cancún Unexpected Moments

5,167	3,549	96
Views	Accounts reached	Interactions

AUDIENCE SNAPSHOT

Nov 19–20, 2026

Instagram	TikTok	YouTube
28 followers	614 followers	320 subscribers

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Ways to work together

For hotels, tourism boards and lifestyle brands.

Destination storytelling

Short-form stories centered on a city, neighborhood or itinerary, with the people and details that make it worth visiting.

Hotels & hosted experiences

A creator-led look at a stay, from the arrival to the details guests will actually remember.

Dining & lifestyle features

Food, fashion and local experiences brought to life through firsthand storytelling.

Sponsored video & UGC

Reels and TikToks for my channels, or original vertical video and photography for your brand’s channels.

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Let’s create *something.*

Tell me what you’re working on, where it’s happening and what you want people to take away from it.

FIND ME ONLINE

WEBSITE
elementofcf.com ›

INSTAGRAM
@elementof.cf ›

TIKTOK
@elementofcf ›

Clifford Farrar