CREATOR / COACH / HOST

Vibe Samurai

Funny, thoughtful stories about
the strange business of being human.

1.3M combined followers across platforms (creator-reported)



A NEW CHAPTER AT 51

A full life. A fresh voice.

Born in Brazil to Korean parents and raised in Queens, New York, Bruno built a career in investment banking, private equity, and hedge funds. He left finance at 36, traveled to more than 70 countries, and became a communications coach for international professionals.

After eight years of feeling stuck, he pressed record at 51. Vibe Samurai grew out of that return to creative life: honest observations, unexpected stories, and humor that makes room for something deeper.

Now based in Florianópolis, Brazil, Bruno is a single cat dad to Saudade and the host of Vibe Sesh. His videos explore relationships, psychology, reinvention, history, and the mysteries that make people curious. The subject changes. His perspective is the thread.

JAN 16, 2026	MAR 16, 2026	OCT 2026
TikTok launch	Instagram launch	764K on Instagram

14 YEARS
in finance

6,000+
coaching sessions

70+
countries traveled

Dartmouth graduate. Korean-Brazilian American. A perspective shaped by living.

Take the mystery seriously. Take yourself lightly.

Stories people pass along.

33M
Instagram Reel views

15M
viewers

1.2M
shares

563K saves | 2M likes | 72K comments | 131K reposts

AN ADULT, U.S.-LED FOLLOWER BASE

67.1%
ages 35-64

51.8%
United States

48.4 / 51.6%
women / men

U.S., U.K., Canada, and Australia together account for 67.2% of followers. Demographic figures describe followers, not the full period viewer audience.

A PARTNERSHIP WITH A POINT OF VIEW

Make the brand part of the story.

Bruno brings a product into a recognizable human moment: a funny observation, a useful discovery, or a story worth sharing. The creative starts with something he can honestly connect with, and gives the audience a reason to care.

CREATIVE AI

Ideas made visual. Wonder, humor, and storytelling.

SKINCARE & GROOMING

A Korean-American voice on taking care of yourself at 51.

CATS & EVERYDAY LIFE

Saudade, cat-dad routines, and products with a real role.

LEARNING & LIFESTYLE

Books, language, travel, and useful everyday discoveries.

LET'S BUILD SOMETHING THAT LASTS.

Open to a small number of thoughtful brand relationships: begin with a paid collaboration, then develop a recurring story when the fit is right.

Original short-form videos / Story support / Live conversations

Explore the work: @vibe_samurai007 | thevibesamurai.com

Brand partnerships: Bruno@TheVibeSamurai.com



@vibe_samurai007
764K followers

Sep 4 - Oct 4, 2026
30 days

Reel views
33M

Viewers
15M

Likes
2M

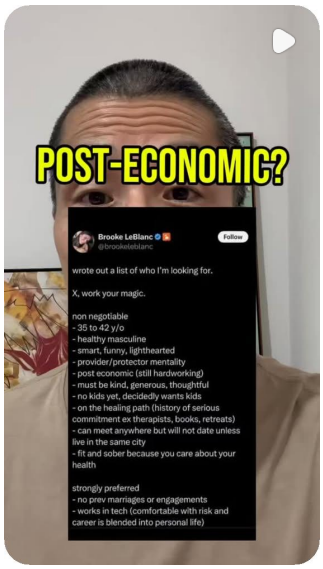
Comments
72K

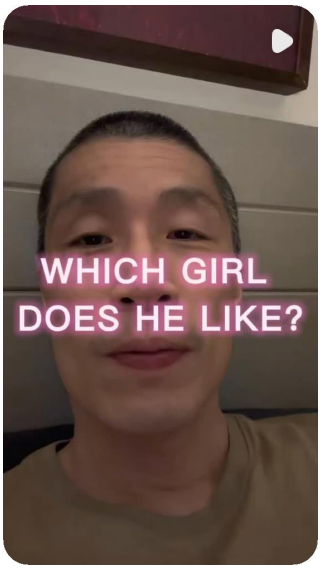
Reposts
131K

Shares
1.2M

Saves
563K

Reels
88

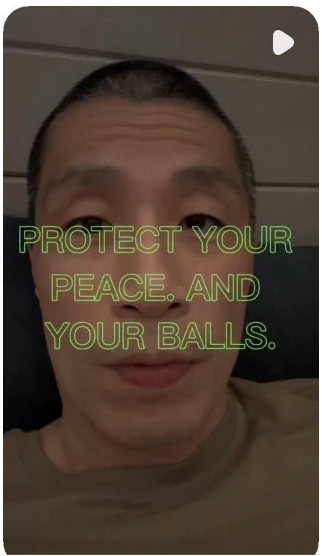












Insights are aggregated across reels and posts unless otherwise stated.

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@vibe_samurai007
Follower insights

Sep 4 - Oct 4, 2026
30 days



Gender

48.4% Women

51.6% Men

Age range

13-17	0.7%
18-24	6.7%
25-34	17.3%
35-44	25.8%
45-54	25.9%
55-64	15.4%
65+	8.1%

Top countries

1. United States 51.8%
2. United Kingdom 5.7%
3. Canada 5.4%
4. Australia 4.3%
5. India 4.2%

Top cities

1. New York 11.4%
2. Los Angeles 7.3%
3. London 5.3%
4. Sydney 5.2%
5. Melbourne 5.0%

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