

MEDIA KIT

Austen Alexander

Creator. Director. Founder. U.S. Navy
Veteran.

AUSTENALEXANDER.COM

AA

USE	Sponsorships · Press · Speaking
BASE	California
FOCUS	Media · Fitness · Storytelling

WHO HE IS

Built from **service** into media

Austen Alexander is a California-based creator, director, founder, and U.S. Navy veteran whose platform was built on fitness, discipline, challenge, and authentic storytelling.

He grew up in Florence, Alabama, enlisted at 21, and served from **2013 to 2020** as a **Master-at-Arms in Naval Security and Harbor Patrol**. After leaving active duty in 2020, he turned his audience, story, and creative output into a broader media and business platform.

2013-2020

U.S. Navy service in security and harbor patrol

2020

Left active duty to pursue content and entrepreneurship full-time

TODAY

Creator-led business platform spanning media, fitness, and technology

BASE

California

Originally from Florence, Alabama

BACKGROUND

U.S. Navy Veteran

Master-at-Arms in Naval Security and Harbor Patrol

CONTENT FOCUS

Fitness · Service · Resilience

With founder-led storytelling and entrepreneurship woven throughout

SOURCES: AUSTENALEXANDER.COM AND PROVIDED MEDIA-KIT FIGURES

AUDIENCE OVERVIEW

Audience reaches **3M+** across platforms

Austen's audience pairs a large YouTube base with meaningful scale across Instagram, TikTok, and Facebook. The combined footprint totals **3.069 million** followers and subscribers, excluding view-based reach.

3.069M

COMBINED FOLLOWERS AND SUBSCRIBERS

SOURCE: USER-SUPPLIED CURRENT CHANNEL METRICS FOR APR. 21, 2026

YOUTUBE

1.7M

INSTAGRAM

167K

TIKTOK

262K

FACEBOOK

940K

1.8M

1.6M

1.4M

1.2M

1M

800K

600K

400K

200K

0K



YouTube

Facebook

TikTok

Instagram

YOUTUBE PERFORMANCE

Long-form performance still leads

YouTube remains Austen Alexander's anchor platform, combining subscriber scale with consistent long-form consumption for high-value storytelling.

YOUTUBE SUBSCRIBERS

1.7M

A large long-form audience with consistent recognition.

LONG-FORM VIEWS, LAST 30 DAYS

4.8M

Recent monthly consumption showing audience depth.

LIFETIME SOCIAL VIEWS

3B+

Total lifetime scale across platforms.

INDEXED SCALE COMPARISON



WHY IT MATTERS

Short-form drives reach; long-form builds trust and watch time. Austen's channel delivers both.

For partners, Austen supports both broad awareness and deeper narrative campaigns, especially when blending authenticity with sustained attention.

SOURCES: CURRENT MEDIA-KIT METRICS (APR. 21, 2026); AUSTENALEXANDER.COM

CREDIBILITY

Credibility comes from lived experience

“ I started filming myself between watches.

AUSTEN ALEXANDER WEBSITE

Austen bought his first camera during his enlistment and began posting workouts from the ship between watches. That origin story became the foundation of a platform built on **discipline, consistency, and real-world experience** rather than manufactured positioning. For partners, that means the audience connection is rooted in trust from the beginning.

WHY IT RESONATES

Built before the brand deals

The audience followed the work when it was still raw, early, and self-made, which reinforces long-term credibility.

WHY IT CONVERTS

Trust is earned on-camera

Fitness, service, challenge, and resilience are not abstract themes in Austen's content. They are the source material.

WHY IT MATTERS

Authenticity scales across formats

That same lived-experience foundation carries from YouTube into documentary storytelling, speaking, recruiting work, and brand partnerships.

SOURCE: AUSTENALEXANDER.COM AND USER-PROVIDED MEDIA-KIT DETAILS

BUSINESS ECOSYSTEM

More than a creator channel

Austen's audience powers a broader operating platform across commerce, live events, media production, and software.

ACTIVE VENTURES

Five businesses extend the brand beyond content into products, experiences, production, and technology.

2020	Battle Bunker	Fitness brand and training community built around hybrid performance, products, and audience-led education.
2021	Battle Bus	Traveling fitness competition series that turns challenge-based content into live activation and community engagement.
2022	Hybricon Games	Hybrid-athlete competition property combining practical performance events with media, sponsorship, and brand storytelling.
2017	AMA Marketing	Creative agency producing commercials, social campaigns, and sponsored media with creator-native execution.
2026	AMA Softwares	AI software studio focused on dashboards, ecommerce tracking, automation, and operational tools for modern businesses.

Why it matters: Austen is positioned not only as a creator, but as a founder-operator with multiple surfaces for partnership, distribution, and narrative expansion.

Film, streaming, and brand storytelling

Austen directs and hosts documentary-style projects that extend storytelling from social content into streaming and branded entertainment.

FEATURED PROJECTS

Austen Alexander

Namesake streaming series built around character-driven storytelling.

Stronger Than Yesterday

Documentary centered on the Hybricon Games and hybrid competition culture.

Julian: A Jiu Jitsu Story

Feature project Austen cites among his proudest works.

DISTRIBUTION + PARTNER VALUE

Tubi

Amazon Prime · Fire TV · Roku · other major platforms

Narrative depth

Built for campaigns that need full story structure.

Multi-format execution

Works across social and episodic formats.

Authority on camera

Creator fluency and founder credibility in performance-driven storytelling.

Expands value from audience reach into full-funnel narrative production.

Strong fit for mission-driven brands

Austen combines creator reach, founder credibility, and lived military experience in a way few media personalities can.

Austen is effective for partners that need **trust, performance relevance, and deep storytelling.** His background aligns with brands built on discipline, transformation, and service.

CORE CATEGORY

Military & Veteran

Authentic service background and recruiting credibility.

CORE CATEGORY

Fitness & Performance

Trust built through training, challenge, and consistency.

CORE CATEGORY

Apparel & Lifestyle

Alignment with discipline-driven

CORE CATEGORY

Technology & AI

Founder-operator perspective with practical relevance.

CATEGORY	WHY THE AUDIENCE RESPONDS	CAMPAIGN RELEVANCE
Military	Lived service experience creates credibility that cannot be manufactured.	Ideal for recruiting, service storytelling, veteran initiatives, and mission-first partnerships.
Fitness	Training content is tied to discipline, challenge, and visible effort over time.	Strong fit for performance products, training systems, supplements, and event tie-ins.
Apparel	Brand identity grounded in grit, utility, and transformation.	Effective for lifestyle drops, brand ambassadorships, and founder-led apparel storytelling.
Tech	Entrepreneurial positioning and AI fluency make innovation feel practical.	Well-suited for software, creator tools, productivity products, and AI-enabled workflows.

SOURCE BASIS: AUSTENALEXANDER.COM AND USER-SUPPLIED BIOGRAPHY, BRAND, AND AUDIENCE POSITIONING DETAILS.

Press, speaking, and representation

Austen's platform is supported by **recognized press coverage**, creator-economy speaking relevance, and professional inbound representation.

This combination gives brand partners and event organizers third-party validation alongside a clear path for booking and collaboration.

SELECTED PRESS

Military Times

Veteran and service relevance

Muscle & Fitness

Training and athlete audience alignment

Tubefilter

Creator economy and platform relevance

Men's Health

Fitness and performance credibility

Business Insider

Entrepreneurship and business positioning

SOFREP + MCON

Military media and event ecosystem presence

SPEAKING TOPICS

The creator economy from the inside

A practical perspective from building and operating a seven-figure content platform.

From enlisted to entrepreneur

A transition story rooted in service, risk, reinvention, and long-term business building.

AI for lean teams

A founder-operator view on how modern teams can move faster with practical AI systems.

REPRESENTATION

Night Media

Represents Austen Alexander for **brand, press, and speaking inbound**, giving partners a professional point of contact for opportunities and scheduling.

OPPORTUNITIES

Partnership opportunities

Austen supports collaborations that combine **reach, credibility, and story depth** across social, live, and branded media.

Engagements can be structured as one-off activations or multi-part partnerships depending on campaign scope and creative ambition.

WAYS TO WORK TOGETHER

The platform is built to support both direct-response campaigns and broader narrative partnerships.

01

Brand campaigns

Integrated social storytelling for launch, awareness, and conversion.

03

Speaking engagements

Keynotes and panels on creator economy, entrepreneurship, and AI.

05

Event collaborations

On-site activations and community moments tied to fitness culture.

02

Recruiting campaigns

Mission-driven content for military and service-oriented initiatives.

04

Documentary projects

Long-form storytelling and hosted content beyond standard ads.

06

Founder-led storytelling

Campaigns leveraging Austen's perspective as a veteran creator and operator.

Best fit: partners looking for substance, trust, and long-term resonance rather than surface-level placement.

CONTACT

Let's build something real.

For **brand partnerships, press opportunities, and speaking inquiries**, Austen Alexander is represented by Night Media. Additional information and inbound contact are available through the official website.

AUSTENALEXANDER.COM

SOURCE BASIS: AUSTENALEXANDER.COM AND USER-SUPPLIED REPRESENTATION DETAILS

REPRESENTATION

Night Media

Primary contact point for brand, press, and speaking inbound tied to Austen Alexander.

INBOUND CATEGORIES

Brand Press Speaking

Campaign partnerships, media opportunities, and event requests can be routed through representation.

OFFICIAL WEBSITE

austenalexander.com

Use the official site for current information, venture context, and direct inquiry routing.