

DELIVERABLE · FÉLIX PAGO · SEP 25, 2026

Brazilians in the US, *sending love home.*

Félix Pago asked for Brazilian creators who can speak to the Brazilian diaspora in the US and encourage them to send money home to family through WhatsApp. We widened discovery to Brazil-based creators whose content is built for "brasileiros no exterior", and returned 20 ranked creators with rationale, flags, a briefing note and a ready-to-send outreach message for each.

CAMPAIGN GOAL

Brand awareness
& trust

PLATFORM

Instagram

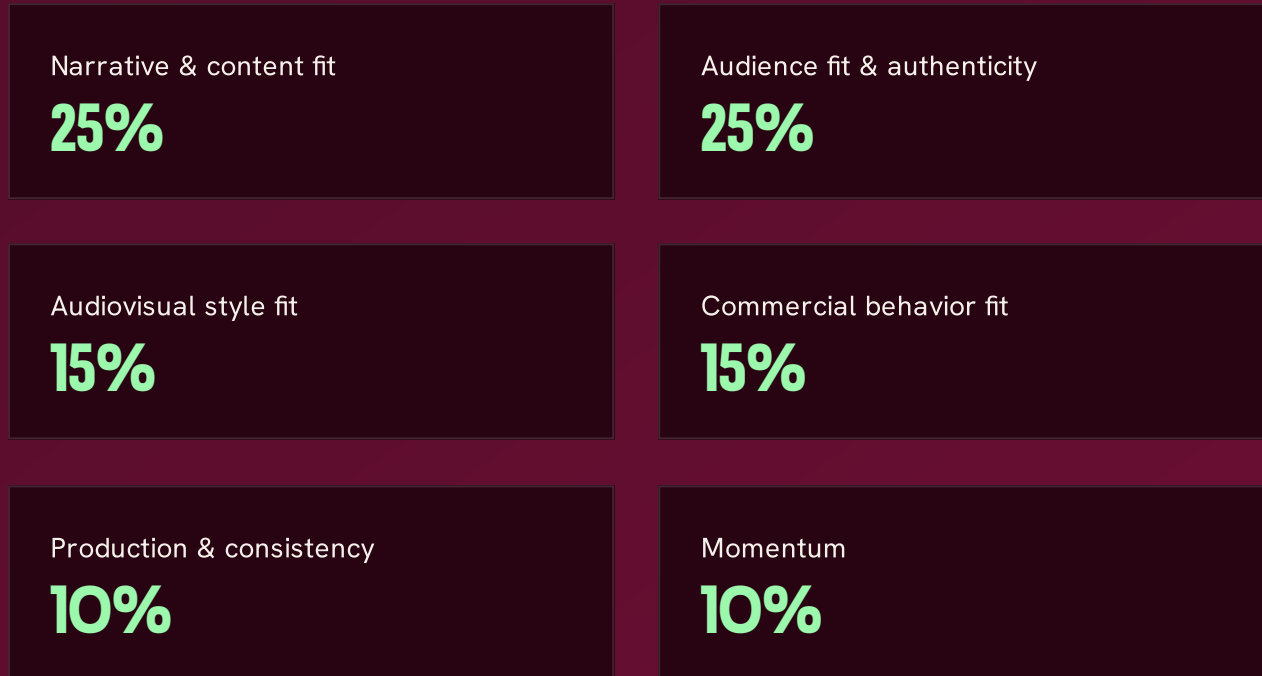
CREATORS RANKED

20

TOP MATCH

88%

How every creator was **SCORED**



Momentum and production-consistency are computed from a small sample of recent posts and should be read directionally. Where sampled comments look like giveaway bait rather than organic discussion, we call it out in the flags instead of quietly folding it into the score.



@sampaio_martina VERIFIED

Instagram · 95.4K followers ·

Martina Santos | Advogada Brasileira nos EUA

88%

RANK 1 · MATCH

Narrative & content fit 88

Audiovisual style fit 80

Production & consistency 80

Audience fit & authenticity 92

Commercial behavior fit 85

Momentum 100

WHY THEY'RE ON THE LIST

Two posts checked this run are substantive safety and legal-education content for Brazilians abroad (entry-denial risks at the border, a human-trafficking safety warning for women taking jobs overseas). Both sampled posts have very high engagement (5.16M and 4.97M plays). She already occupies a "protecting Brazilians abroad" position with this audience.

HOW TO BRIEF THEM

Her "protecting your family" positioning is a natural bridge to remittances, brief her to connect the two directly rather than treating it as an unrelated topic.

OUTREACH MESSAGE · PORTUGUESE

Oi Martina! Vi seus vídeos sobre segurança na imigração e alertas pra quem vai trabalhar fora, conteúdo sério e que realmente ajuda a comunidade brasileira. Aqui é da equipe da Félix Pago, um serviço que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Acharmos que combina com o cuidado que você já passa pra sua audiência. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@juniorpenao VERIFIED

Instagram · 629K followers · Brasileiros nos EUA

87%

RANK 2 · MATCH

Narrative & content fit 90

Audiovisual style fit 78

Production & consistency 82

Audience fit & authenticity 90

Commercial behavior fit 82

Momentum 100

WHY THEY'RE ON THE LIST

The single biggest reach found in this whole search. Real interview-style show: sampled post is a real immigrant's story about leaving a slaughterhouse job in Brazil to try life in the US, with 760 comments discussing work, visas, and whether moving was worth it.

HOW TO BRIEF THEM

His interview format is built for exactly this kind of story, brief him around a subject whose story includes sending money home.

FLAGS

None found. This is squarely the "real stories of Brazilians in the US" format Félix Pago's message would fit naturally into.

OUTREACH MESSAGE · PORTUGUESE

Oi Junior! Seu trabalho dando voz aos brasileiros que vivem nos EUA, com histórias reais de trabalho e superação, é exatamente o tipo de conteúdo que conecta de verdade. Aqui é da equipe da Félix Pago, que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achamos que caberia muito bem numa das suas histórias. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@mackievicz VERIFIED

Instagram · 82.2K followers ·

Nostalgic Brazilian recipes with a taste of saudade

81%

RANK 3 · MATCH

Narrative & content fit 85

Audiovisual style fit 84

Production & consistency 78

Audience fit & authenticity 88

Commercial behavior fit 85

Momentum 45

WHY THEY'RE ON THE LIST

Verified, Le Cordon Bleu-trained food writer whose entire brand is Brazilian nostalgia and immigrant identity. Representative post: a Brazilian red-wine tapioca pudding (sagu) recipe, 215,264 views, transcript describes the dish as a way of holding onto home while living in the US. Existing brand-partnership relationship visible (tagged @california.wines, CA GROWN), proof she already works with sponsors.

HOW TO BRIEF THEM

Frame Félix Pago as another way of "keeping Brazil close," parallel to the food content she already makes. Avoid a hard-sell tone.

FLAGS

Content is food/recipe-first; a Félix Pago mention would need to be woven into a cultural-nostalgia narrative rather than pitched directly.

OUTREACH MESSAGE · ENGLISH

Hi Jaíne! Your sagu de vinho video, and the way you frame food as a way of keeping Brazil close, really stood out. This is the Félix Pago team, we're a WhatsApp-based service that lets Brazilians in the US send money home to family easily, with a free first transfer. We'd love to explore a collaboration that ties into that same 'staying connected to home' feeling your content already carries. Reply if you're interested and we'll send the full brief and rate.



@sasa.texas VERIFIED

Instagram · 127K followers · Brasileira na cidade mais country do Texas

81%

RANK 4 · MATCH

Narrative & content fit 88

Audiovisual style fit 75

Production & consistency 78

Audience fit & authenticity 88

Commercial behavior fit 86

Momentum 55

WHY THEY'RE ON THE LIST

The most directly on-theme post found in this round: a real cost-of-living comparison between grocery prices in Brazil and the US, tagged #brasileirosnoseua #mercadonoseua, with 1,155 comments actively discussing prices and the dollar-to-real exchange.

HOW TO BRIEF THEM

This creator already makes exactly the kind of "cost of living, money across borders" content Félix Pago needs, brief her directly on a remittance-cost angle.

OUTREACH MESSAGE · PORTUGUESE

Oi Sasa! Vi seu vídeo comparando preços do mercado no Brasil e nos EUA, conteúdo que fala direto com quem vive entre os dois países. Aqui é da equipe da Félix Pago, que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achamos que se encaixaria muito bem no seu conteúdo sobre custo de vida. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@ayshainusa

Instagram · 64.1K followers · I translate Brazilian Portuguese

80%

RANK 5 · MATCH

Narrative & content fit 78

Audiovisual style fit 80

Production & consistency 72

Audience fit & authenticity 92

Commercial behavior fit 78

Momentum 70

WHY THEY'RE ON THE LIST

Highest-performing account in the pool, her top post reached 2,037,164 views and 195,818 likes. Her entire format is built around Brazilian-American cultural friction (slang, nicknames, memes), consistently tagged #BrasileirosNaFlorida #BrasileirosNosEUA. Two representative posts pulled this run: a video on Brazilian nicknames (28,310 views, full transcript: she walks through real friend nicknames like "Folha," "E.T.," "Alemão" and explains the cultural logic behind them) and a Portuguese-slang quiz format (2M+ views). Both are warm, funny, and squarely about bridging two cultures.

HOW TO BRIEF THEM

Give her Félix Pago's value prop directly (WhatsApp-based transfers, free first transfer). Her strength is translating cultural/practical friction between Brazil and the US, so a "here's what confused me about sending money home until I found this" format would fit her existing voice well.

FLAGS

Current content doesn't mention remittances or money specifically, would need explicit briefing to connect her format to Félix Pago's core offer.

OUTREACH MESSAGE · ENGLISH

Hi Aysha! Your video on Brazilian nicknames, Folha, E.T., Alemão, was such a fun watch, exactly the kind of cultural translation your audience trusts you for. This is the Félix Pago team, we're a WhatsApp-based service that helps Brazilians in the US send money home to family, with a free first transfer. We think your voice could explain that bridge between US life and Brazilian roots in a way that actually lands. If you're interested, reply here and we'll send over the full brief and rate.



@raissagodoix

Instagram · 28.9K followers ·

English for Brazilians Abroad" (Inglês para Brasileiros no Exterior)

76%

RANK 6 · MATCH

Narrative & content fit 80

Audiovisual style fit 76

Production & consistency 70

Audience fit & authenticity 88

Commercial behavior fit 74

Momentum 45

WHY THEY'RE ON THE LIST

Bio and content are built specifically to serve Brazilians living outside Brazil. Her top-performing content (English-teaching tips) has reached up to 615,834 views. Representative post pulled this run, "meu Brasil" (26,737 views), is a short emotional piece, transcript translates to: "However much it may seem, I'll never belong to that city... I came from far away, from the middle, with the sea in my heart," capturing the exact emotional core of staying connected to home that underlies remittances.

HOW TO BRIEF THEM

Fold Félix Pago in as one practical tip inside her tips-for-abroad format, matching her top-performing content type.

FLAGS

Her highest-reach content (up to 615K views) is specifically English-tutorial content, not identity/culture pieces, so a sponsor integration performs best inside a "tips for Brazilians abroad" format rather than a purely emotional post.

OUTREACH MESSAGE · PORTUGUESE

Oi Raíssa! O vídeo 'meu Brasil' me pegou, e faz todo sentido vindo de quem já ajuda tanta gente com o inglês pra brasileiros no exterior. Aqui é da equipe da Félix Pago, que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Queremos te convidar pra uma parceria, encaixando isso no seu formato de dicas pra quem mora fora. Responde aqui se tiver interesse que a gente manda o briefing e o valor.



@brasileirasnagringaoficial

Instagram · 106K followers · Real life in the US (no filter)

75%

RANK 7 · MATCH

Narrative & content fit 82

Audiovisual style fit 75

Production & consistency 70

Audience fit & authenticity 90

Commercial behavior fit 78

Momentum 20

WHY THEY'RE ON THE LIST

Two-person account built entirely around practical information for Brazilians living in the US. Representative post pulled this run: a public-service video on how and where to vote in Brazil's 2026 election from Florida, with QR codes for polling-place lookup, 12,558 views, full transcript confirms a clear, calm, list-style delivery. This is close to the exact format Félix Pago would need for a "how to send money home" explainer.

HOW TO BRIEF THEM

This is the closest existing format match in the pool, brief them to do a "how to send money home via WhatsApp" explainer in the same QR-code/link style as the voting video.

FLAGS

Engagement on the sampled post (12.5K views on 106K followers) is moderate rather than viral, suggesting a loyal niche audience rather than broad organic reach.

OUTREACH MESSAGE · PORTUGUESE

Oi Belinha e Drika! Vimos o vídeo de vocês sobre como votar nas eleições pelo exterior, com QR code e tudo, super claro e útil pra quem tá aqui nos EUA. Aqui é da equipe da Félix Pago, um serviço de envio de dinheiro pro Brasil direto pelo WhatsApp, com a primeira transferência grátis. Achamos que o formato de vocês, prático e direto ao ponto, seria perfeito pra explicar isso pra comunidade. Se tiverem interesse, respondam aqui que mandamos o briefing completo e o valor.



@mai.defazzio VERIFIED

Instagram · 90.3K followers · Maiara De Fazzio | EUA

75%

RANK 8 · MATCH

Narrative & content fit 85

Audiovisual style fit 74

Production & consistency 70

Audience fit & authenticity 90

Commercial behavior fit 76

Momentum 20

WHY THEY'RE ON THE LIST

Her whole content angle is built for the exact audience Félix Pago wants. Two posts checked this run: one explaining why small US towns paint their name on water towers, one telling the story of a Brazilian immigrant family's legacy in the US. Both are calm, informative, community-facing content in Portuguese.

HOW TO BRIEF THEM

Her existing "cultural explainer" format could carry a remittance story naturally. Ask her to do the Félix Pago angle as one more episode in her existing series style, not as a separate ad-style post.

FLAGS

Per-post views (11K-37K) are modest next to the viral outliers in this pool, but this is a normal, consistent creator, not a red flag on its own.

OUTREACH MESSAGE · PORTUGUESE

Oi Maiara! Vi seu vídeo sobre as caixas d'água nas cidades americanas e também o episódio sobre legado das famílias brasileiras nos EUA, conteúdo que realmente fala com quem tá vivendo essa experiência. Aqui é da equipe da Félix Pago, um serviço que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achamos que caberia bem no seu formato de conteúdo. Se topar, responde aqui que mandamos o briefing completo e o valor.



@advbrasileirausea VERIFIED

Instagram · 69.9K followers ·

Renata Castro | Advogada de Imigração nos EUA

75%

RANK 9 · MATCH

Narrative & content fit 55

Audiovisual style fit 78

Production & consistency 78

Audience fit & authenticity 90

Commercial behavior fit 68

Momentum 90

WHY THEY'RE ON THE LIST

One of the most-followed Brazilian immigration lawyers serving Brazilians in the US, with real reach (her top sampled post hit 2.67M plays). She has direct trust and authority with this exact community.

HOW TO BRIEF THEM

Ask for a dedicated post connecting "settling in legally and responsibly" to sending money home, not a repurpose of her comedic content.

FLAGS

Her most-viral content is a joke, not substantive legal or financial content, a remittance message would need a dedicated post in her more serious register, not a repurposed viral clip.

OUTREACH MESSAGE · PORTUGUESE

Oi Renata! Seu trabalho ajudando brasileiros a entenderem seus direitos nos EUA tem um alcance enorme na comunidade. Aqui é da equipe da Félix Pago, que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achamos que sua voz teria muita credibilidade nesse tema pra sua audiência. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@fespanner VERIFIED

Instagram · 19.3K followers ·

Fê Spanner, EA, CAA | Contadora para brasileiros nos EUA

75%

RANK 10 · MATCH

Narrative & content fit 82

Audiovisual style fit 68

Production & consistency 75

Audience fit & authenticity 88

Commercial behavior fit 85

Momentum 20

WHY THEY'RE ON THE LIST

A real, credentialed accountant whose entire practice is built around Brazilians living in the US. Sampled post: she was nominated for "Serviços Contábeis" at a major Brazilian-in-the-US business awards show, and her caption is about helping other Brazilians build businesses in the US.

HOW TO BRIEF THEM

She is a financial authority figure for this exact audience, brief her to connect tax/wealth planning to sending money home responsibly.

OUTREACH MESSAGE · PORTUGUESE

Oi Fê! Parabéns pela indicação em Serviços Contábeis, seu trabalho ajudando brasileiros a se organizarem financeiramente nos EUA é muito respeitado. Aqui é da equipe da Félix Pago, um serviço que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achemos que sua audiência confiaria muito nessa recomendação vindo de você. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@gringagoiana VERIFIED

Instagram · 43.7K followers · Goiana in the US

70%

RANK 11 · MATCH

Narrative & content fit 75

Audiovisual style fit 80

Production & consistency 70

Audience fit & authenticity 85

Commercial behavior fit 55

Momentum 30

WHY THEY'RE ON THE LIST

Experienced at explaining US financial/government programs to a Brazilian-in-US audience in an accessible, high-engagement way. Representative post pulled this run: an explainer on the US "Trump Account" child savings-account program, 39,813 views, 1,236 likes, and 2,375 comments, full transcript confirms a clear walkthrough of a real financial benefit, plus a proven ability to convert an unfamiliar US financial product into an accessible, shareable video, directly analogous to explaining Félix Pago.

HOW TO BRIEF THEM

Have her walk through Félix Pago the same way she walked through the child savings account, benefit-first, concrete numbers, but ask for a calmer CTA than her usual style.

FLAGS

Her hook style leans on aggressive engagement-bait phrasing that may clash with a calmer brand tone, ask for a toned-down CTA style. A separate recent post from her account concerns a personal/legal matter (searching for her children's father); recommend a fuller feed review before finalizing. Content sits close to US political/government-program topics by name ("Trump Account"), worth confirming comfort level before proceeding.

OUTREACH MESSAGE · PORTUGUESE

Oi Joyce! Vi seu vídeo explicando a Trump Account, direto, claro e ajudando muita gente a entender um benefício que não conhecia. Aqui é da equipe da Félix Pago, que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achamos que você tem exatamente o jeito de explicar isso de forma simples pra sua audiência. Se tiver interesse, responde aqui que mandamos o briefing completo e o valor.



@guivieirausa VERIFIED

Instagram · 20.0K followers ·

Guilherme Vieira | Vistos, Negócios e Investimentos aos EUA

69%

RANK 12 · MATCH

Narrative & content fit 74

Audiovisual style fit 62

Production & consistency 70

Audience fit & authenticity 82

Commercial behavior fit 78

Momentum 20

WHY THEY'RE ON THE LIST

A real named individual (not a franchise or agency page), whose whole account is Brazil-to-US business, investment, and visa content. Sampled posts include one explaining that you don't need a visa to open a US company, and a personal "our story" post about his own consultancy's growth.

HOW TO BRIEF THEM

His audience is Brazilians actively building a financial life in the US, brief him around the "send money home while you build here" angle.

OUTREACH MESSAGE · PORTUGUESE

Oi Guilherme! Seu conteúdo sobre negócios, investimentos e vistos pra brasileiros nos EUA atinge exatamente quem tá construindo uma vida financeira aqui. Aqui é da equipe da Félix Pago, um serviço que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achamos que sua audiência se beneficiaria dessa informação. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@giancarlopazo

Instagram · 45.4K followers ·

In pursuit of becoming a full-time content creator

68%

RANK 13 · MATCH

Narrative & content fit 70

Audiovisual style fit 68

Production & consistency 62

Audience fit & authenticity 82

Commercial behavior fit 80

Momentum 20

WHY THEY'RE ON THE LIST

Florida-based Brazilian creator explicitly building a UGC/brand-partnership business (self-describes as actively seeking sponsors), with an existing post specifically about cutting a US phone bill in half, a savings-focused format directly adjacent to what Félix Pago would want. Uses the #brasileirosnoseua hashtag.

HOW TO BRIEF THEM

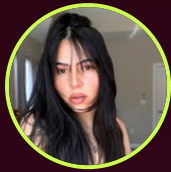
Lean into his existing "saving money in the US" angle rather than a general lifestyle format. He is actively seeking partnerships, so expect a responsive, professional process.

FLAGS

Smallest reach in this part of the pool (largest sampled post: 16,470 views); most of his content is general lifestyle/couple vlogging rather than money-specific, aside from the phone-bill post.

OUTREACH MESSAGE · PORTUGUESE

Oi Giancarlo! Vi seu vídeo sobre como cortou a conta de telefone pela metade aqui nos EUA, exatamente o tipo de dica que ajuda quem tá recomeçando por aqui. Aqui é da equipe da Félix Pago, um serviço de envio de dinheiro pro Brasil pelo WhatsApp, com a primeira transferência grátis. Queremos te convidar pra uma parceria nessa mesma linha de economia e praticidade. Responde aqui se tiver interesse que mandamos o briefing e o valor.



@keniakirlin

Instagram · 39.7K followers ·

Kênia Kirlin | Vida nos EUA" (life in the US)

66%

RANK 14 · MATCH

Narrative & content fit 45

Audiovisual style fit 70

Production & consistency 65

Audience fit & authenticity 78

Commercial behavior fit 55

Momentum 100

WHY THEY'RE ON THE LIST

Her account positioning ("life in the US") is on-theme, and one post reached 6.76M plays, showing real algorithmic reach in this space. The specific post sampled this run, however, was a generic English-language couple challenge video, not diaspora- or money-specific content.

HOW TO BRIEF THEM

Confirm she has done US-logistics or immigrant-life content before locking the brief; if so, that's the better base to build the remittance message on than her viral couple-challenge format.

FLAGS

The one post sampled is generic entertainment, not proof of diaspora/money content. Recommend checking a second, more representative post before finalizing a brief with her.

OUTREACH MESSAGE · PORTUGUESE

Oi Kênia! Seu perfil sobre a vida nos EUA alcança muita gente que também tá vivendo essa fase. Aqui é da equipe da Félix Pago, um serviço que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Queríamos te convidar pra uma parceria nessa linha. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@vivaciouslyvivian VERIFIED

Instagram · 40.3K followers ·

A Brazilian creator documenting moving between the US and Brazil with her multicultural family

65%

RANK 15 · MATCH

Narrative & content fit 78

Audiovisual style fit 70

Production & consistency 68

Audience fit & authenticity 65

Commercial behavior fit 65

Momentum 20

WHY THEY'RE ON THE LIST

Sampled post is about her family moving back to Brazil after years in the US, real content about the emotional and logistical back-and-forth between the two countries.

HOW TO BRIEF THEM

Her "life split between two countries" narrative is a natural fit for a message about supporting family across borders.

FLAGS

Much of her captioning is in English, several commenters ask for Portuguese subtitles, worth confirming her audience's language mix before locking a Portuguese-only brief.

OUTREACH MESSAGE · PORTUGUESE/ENGLISH MIX, MATCHING HER OWN BILINGUAL CAPTIONS

Hi Vivian! Your story about moving between the US and Brazil really speaks to families living this exact reality. This is the Félix Pago team, we're a WhatsApp-based service that helps Brazilians in the US send money home to family, with a free first transfer. We think your story fits naturally with this message. If you're interested, reply here and we'll share the full brief and rate.



@wesleysardou

Instagram · 163K followers · Um Brasileiro nos EUA

64%

RANK 16 · MATCH

Narrative & content fit 58

Audiovisual style fit 65

Production & consistency 68

Audience fit & authenticity 85

Commercial behavior fit 66

Momentum 20

WHY THEY'RE ON THE LIST

Real personal account (not a brand page) built specifically around helping Brazilians navigate life in the US. Sampled post is a US-city travel explainer (Nashville) aimed at his Brazilian audience.

HOW TO BRIEF THEM

Ask him to do a "practical life in the US" episode specifically about managing money across two countries.

FLAGS

The sampled post itself is travel content, not money-specific, but his whole positioning is "helping Brazilians live better in the US."

OUTREACH MESSAGE · PORTUGUESE

Oi Wesley! Seu conteúdo ajudando brasileiros a viverem melhor nos EUA realmente conecta com quem tá começando essa vida aqui. Aqui é da equipe da Félix Pago, que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achamos que combinaria bem com seu conteúdo sobre comunidade e oportunidades. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@hollandcouple VERIFIED

Instagram · 154K followers · A Brazilian & an American

62%

RANK 17 · MATCH

Narrative & content fit 35

Audiovisual style fit 94

Production & consistency 88

Audience fit & authenticity 45

Commercial behavior fit 60

Momentum 100

WHY THEY'RE ON THE LIST

By far the largest reach in the original pool, top posts have reached 32-34 million views, and the account's bio and some post tags (#braziliangirl, #lifeabroad) explicitly foreground a Brazilian-American identity. Included as a reach play for Félix Pago if the brand wants scale beyond the niche diaspora-community creators.

FLAGS

Their overall content is general travel/couple lifestyle, not diaspora-community or remittance-themed, their two highest-viewed posts (32-34M views) have nothing to do with Brazil at all. Utah-based, not embedded in a specific Brazilian-American community hub the way the rest of this shortlist is. Given this mismatch, they are on this list for reach alone, not thematic fit, and would need unusually explicit, tightly scoped briefing to land the message rather than disappear into general lifestyle content.

HOW TO BRIEF THEM

Do not expect this to read as a "for the community" post the way the others do. Treat it purely as a reach play and insist on explicit mandatory messaging (WhatsApp, free first transfer, clear CTA), since their default style is broad entertainment, not financial tips.

OUTREACH MESSAGE · ENGLISH

Hi Jad and Hansen! Your content bridging Brazilian and American life clearly resonates, loved the English-slang quiz format. This is the Félix Pago team, we're a WhatsApp-based service that helps Brazilians in the US send money home to family easily, with a free first transfer. Given your reach and your Brazilian-American story, we'd love to explore a collaboration, happy to share more on messaging and format. Reply if you're interested and we'll follow up with the full brief and rate.



@ennysribeiro

Instagram · 35.1K followers ·

O Cabeleireiro Das Estrelas, CEO & Founder @salaobrasileiroorlando", owns a Brazilian hair salon in Orlando, FL

53%

RANK 18 · MATCH

Narrative & content fit 35

Audiovisual style fit 60

Production & consistency 65

Audience fit & authenticity 80

Commercial behavior fit 45

Momentum 20

WHY THEY'RE ON THE LIST

A real, recognized Brazilian community business figure in a major Brazilian-American hub (Orlando). Found via a client's tagged post at her salon.

FLAGS

Her own content is haircare/beauty business promotion, not money- or diaspora-themed. The one fully own-authored post found this run is a 2023 post about cooking for former Brazilian president Jair Bolsonaro, a political association worth being aware of before using her for a financial brand campaign.

HOW TO BRIEF THEM

Brief her around her role as a trusted local community fixture, not a lifestyle-content creator. Avoid any political framing in the brief given the sampled content.

OUTREACH MESSAGE · PORTUGUESE

Oi Ennys! Seu salão é uma referência pra comunidade brasileira em Orlando. Aqui é da equipe da Félix Pago, que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achemos que sua conexão com a comunidade local teria valor nessa parceria. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@louiseamaraloficial

Instagram · 5.7K followers ·

Empreendedora brasileira & Estudante nos EUA

52%

RANK 19 · MATCH

Narrative & content fit 40

Audiovisual style fit 64

Production & consistency 60

Audience fit & authenticity 60

Commercial behavior fit 42

Momentum 55

WHY THEY'RE ON THE LIST

A real, named Brazilian professional woman genuinely living the "building a life in the US" experience the brief targets. Below the original 10,000-follower line, included after the floor was lowered.

HOW TO BRIEF THEM

Ask her specifically for a post about managing finances or supporting family while studying abroad, since nothing in her current content sample covers that directly.

FLAGS

Her highest-performing sampled post (1.65M plays) is a generic friendship/inspirational quote, not money or diaspora-specific. Her fit here is about who she is (entrepreneur and grad student in the US) more than what she's posted so far, worth a second content check before finalizing her brief.

OUTREACH MESSAGE · PORTUGUESE

Oi Louise! Sua trajetória como empreendedora brasileira e mestranda nos EUA é inspiradora pra quem também tá construindo uma vida aqui. Aqui é da equipe da Félix Pago, que ajuda brasileiros nos EUA a mandar dinheiro pra família no Brasil pelo WhatsApp, com a primeira transferência grátis. Achamos que sua história combinaria bem com essa mensagem. Se tiver interesse, responde aqui que mandamos o briefing e o valor.



@geovanydiaso1 VERIFIED

Instagram · 11.6K followers ·

Emmy-Award-Winning News Reporter @PIX11News

45%

RANK 20 · MATCH

Narrative & content fit 25

Audiovisual style fit 88

Production & consistency 85

Audience fit & authenticity 30

Commercial behavior fit 35

Momentum 45

WHY THEY'RE ON THE LIST

Included primarily for professional credentials, an Emmy-winning, bilingual on-air journalist who has covered immigration, rather than for current content fit. If Félix Pago wants a high-authority spokesperson rather than an organic lifestyle creator, his background is unmatched in this pool.

FLAGS

Every recent reel sampled this run (5 posts checked, spanning August-September 2026) is English-language NYC crime/breaking-news reporting for PIX11, a teenager killed on a Citi Bike, a fatal shooting, a fire, an expressway project, with zero Portuguese-language or Brazilian-community content. His one immigration-focused, Portuguese-adjacent post found in discovery is from January 2025 and is not part of his current active output. He also has the lowest follower count in this part of the shortlist, and as an on-air journalist for a news outlet may have contractual restrictions on brand endorsements worth checking before any outreach.

HOW TO BRIEF THEM

Treat as a long-shot authority play, not a like-for-like organic post. Confirm his employer's brand-partnership policy before reaching out, and be explicit this would be a one-off collaboration, not a return to his 2025 immigration-content format.

OUTREACH MESSAGE · ENGLISH

Hi Geovany, this is the Félix Pago team, we're a WhatsApp-based money transfer service that helps Brazilians in the US send money home to family. Given your background covering immigration and your bilingual reporting experience, we think you could bring real credibility to explaining a service like this to the community. We understand you may need to check this against any brand-partnership policy at PIX11 before proceeding. If you're open to a conversation, reply here and we'll share more detail on the collaboration and compensation.