



139K

INSTAGRAM FOLLOWERS

62.5K

TIKTOK FOLLOWERS

249K

90-DAY PROFILE VIEWS
+105% QoQ

37K

MONTHLY INTERACTIONS

14 yrs

PRO VOLLEYBALL CAREER

AUDIENCE — GENDER		TOP GEOGRAPHY	
Men	87.6%	United States	50.9%
Women	12.4%	Brazil	4.8%
		India	3.7%
		United Kingdom	2.3%
AUDIENCE — AGE		TOP U.S. CITIES	
35-44	33.7%		
25-34	30.1%	New York	2.3%
45-54	19.0%	Los Angeles	1.2%
55-64	6.8%	Philadelphia	0.7%
		Chicago	0.7%

BRAND-FIT CATEGORIES

Sports performance & recovery

Men's fitness & supplements

Swimwear & activewear

Fantasy sports & sports media

Health & wellness

Creator economy & fintech

WHY PARTNER WITH FALYN

01
14-year pro athlete with built-in credibility across sport, fitness, and recovery categories.

02
Founder of two active brands (Mana Wellness, Mana Management) — proven business operator, not just a face.

03
National press feature on athlete pay equity gives any campaign an authentic, story-driven hook.

"Even during successful seasons, prize money often tops out between \$20,000 and \$30,000... I should have been recovering and doing all the right things to make sure my body was ready. Instead, I was working to make sure I could pay rent and pay for my kid's food."

— Falyn Fonoimoana, Front Office Sports / Yahoo Sports, 2026