

CREATOR & VIDEO PRODUCER — SHANGHAI

Kert Markus Valdek

A European creator living in China, publishing natively on Western *and* Chinese platforms. I explain China to the world — and can do the same for your brand, in either direction.

184_k

VIEWS
PER MONTH

258_k

BEST SINGLE
VIDEO

40₊

VIDEOS
PUBLISHED

5

PLATFORMS
2 MARKETS

REACH — LAST 30 DAYS

Douyin	103,800	Domestic China
Instagram	32,600	US · Europe
Xiaohongshu	27,000	Highest intent — 8.4%
TikTok	15,900	Search-driven
YouTube	5,100	Long-tail
Total	184,400	Every month

100% organic — no paid promotion, boosting or ad spend on any video.

TWO AUDIENCES, ONE CREATOR

China

130,800 / mo

Douyin

Xiaohongshu

Chinese subtitles

West

53,600 / mo

US 44%

Estonia 28%

60% women

85% aged 18–34

SIGNALS

942 > 803

SAVES > LIKES
XIAOHONGSHU

1,181

SHARES, 30 DAYS
DOUYIN

90%

FROM SEARCH
TIKTOK

9 months

PUBLISHING
SINCE NOV 2025

BACKGROUND

MA International Business — Shanghai Jiao Tong University

BA Berklee College of Music

Estonian — living in Shanghai

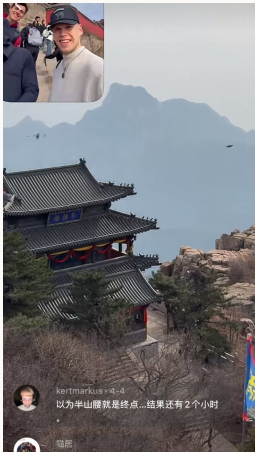
40+ videos since November 2025

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SELECTED WORK

Five videos, five platforms



Climbing Taishan
DOUYIN · **258,000**



Inside CHAGEE HQ
INSTAGRAM · **34,700**



Shanghai club guide
TIKTOK · **31,500**



A hidden livehouse
XIAOHONGSHU · **20,000**



Yangwang showroom
YOUTUBE · **4,300**

WHAT I MAKE

Branded vertical video

Product integration

Event & exhibition coverage

Factory & B2B storytelling

Market-bridge content

KIT & DELIVERY

Dual-camera 4K vertical

Wireless lavalier audio

Two-point lighting

Solo or small crew

Chinese subtitles included

One export, five platforms

5–7 day turnaround

2 revisions included

Rush delivery available

HOW IT WORKS

01 Brief → 02 Concept & fixed quote → 03 Shoot → 04 Delivery → 05 Performance report

WHO I WORK BEST WITH

European brands entering China

A EUROPEAN FACE
ON CHINESE PLATFORMS

Chinese brands going global

WESTERN REACH,
OUTSIDE CREDIBILITY

Venues, events & exhibitions

FAST COVERAGE,
EVERGREEN SEARCH

Manufacturing & B2B

COMPLEX OPERATIONS
MADE WATCHABLE

WORK TOGETHER

Packages from ¥1,500

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TikTok @kertmarkusvaldek