

DANNILO ALMEIDA

Founder & Content Growth Strategist

Founder of Almeida Star World

Content Creation
Influencer Strategy
Cinematic Studio



WHO I AM

I am a founder and content strategist focused on building growth through storytelling, branding, and audience attention.

My background comes from years of hands-on experimentation across **YouTube**, **Instagram**, and **short-form platforms** — launching channels from zero, testing formats, studying audience behavior, and learning what actually converts views into followers, subscribers, and long-term influence.

Over time, content stopped being just creation and became a system: narrative, identity, retention, and distribution working together. That mindset led me to found Almeida Star World, a media-driven company built on four pillars: content creation, influencer strategy, cinematic storytelling, and independent animation.

Today, I work at the intersection of creativity and strategy — designing content that is not only seen, but remembered, shared, and capable of generating real growth.

IMPACT SNAPSHOT

2.5M+

Views on a Single Reel

100K+

Followers in 28 Days

1,000

Subscribers in 13 Days

210K

Views with 89% Swipe-Through

100K+

Views on a Single Long-Form Video

50K+

Views on a Single Long-Form Video

CASE 01

Instagram Viral Growth

From 600 Followers to 100,000+ in 28 Days

An Instagram account started with approximately 600 followers and several underperforming videos.

After studying hooks and audience psychology, a single Reel was intentionally designed with a stronger narrative opening and clearer positioning.

The result was a viral video that did more than generate views — it converted attention into growth, authority, and monetization.



CASE 01: RESULTS

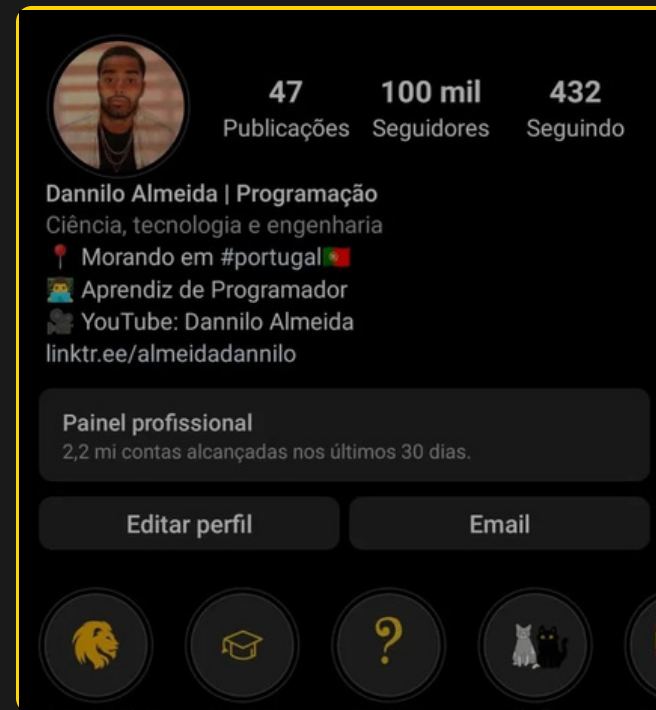
BEFORE



From 600 Followers to 100,000+ in 28 Days

- 2.5M+ views on a single Reel
- Growth of up to 10,000 followers per day
- 80,000 followers gained from one video
- Nearly 4,000 comments
- Paid brand partnerships closed during the same period
- 100,000+ followers gained in 28 days

AFTER



CASE 02

Saturated niches don't stop growth. Lack of identity does.

This experiment was designed to challenge the myth that saturated niches no longer grow. One of the most saturated topics on YouTube (Naruto) was intentionally chosen to prove that branding and persona outperform marketing tactics.

PERSONA

Barba Louco

CHARACTER IDENTITY

- Asymmetrical mustache
- Red Juliet sunglasses
- Peaky Blinders–style hat
- Red bow tie
- Black suit and undershirt

PERSONALITY

Energetic, humorous, fast-paced personality with memes and quick cuts.

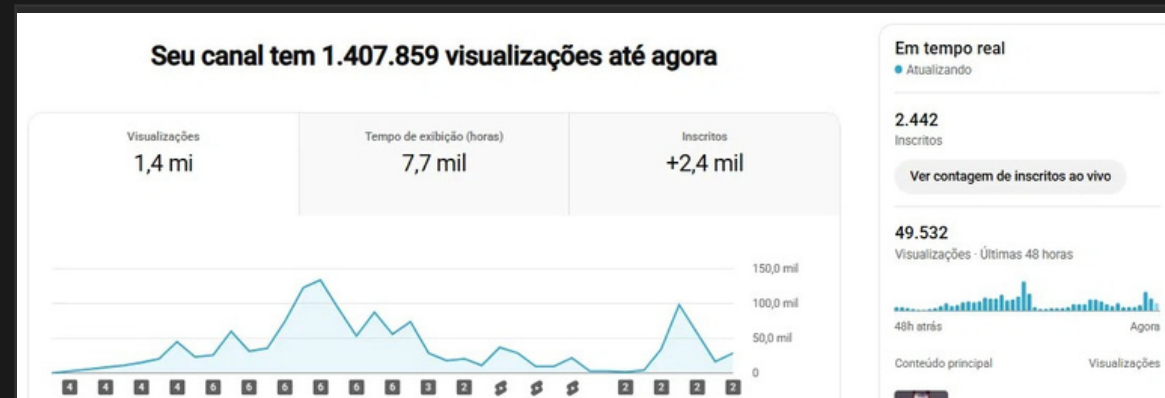
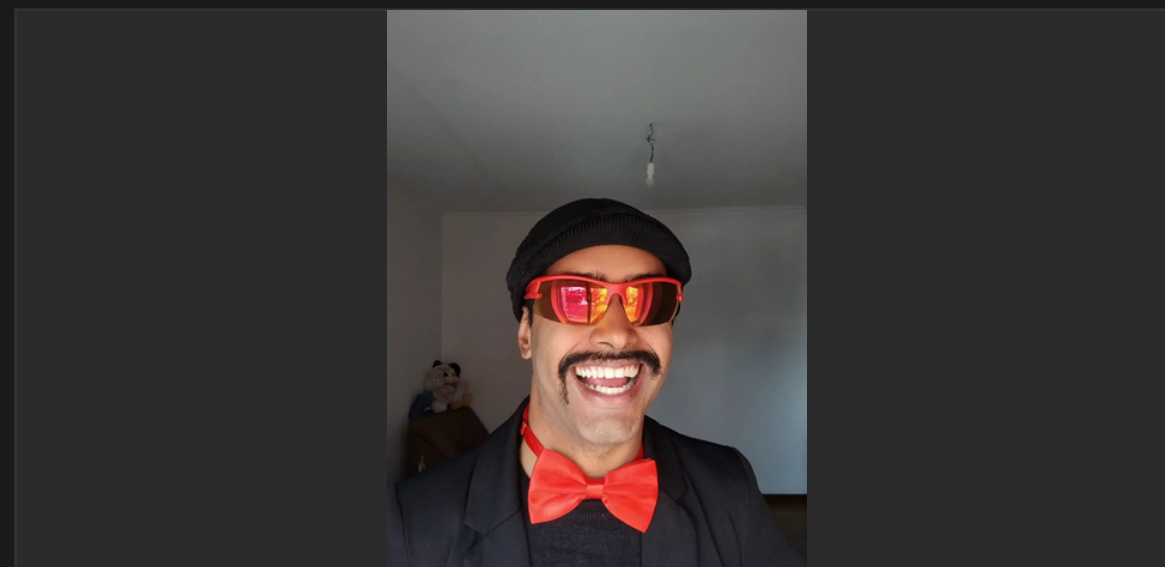
Results in 30 days

1.4M+

Total Views

2,300

Subscribers

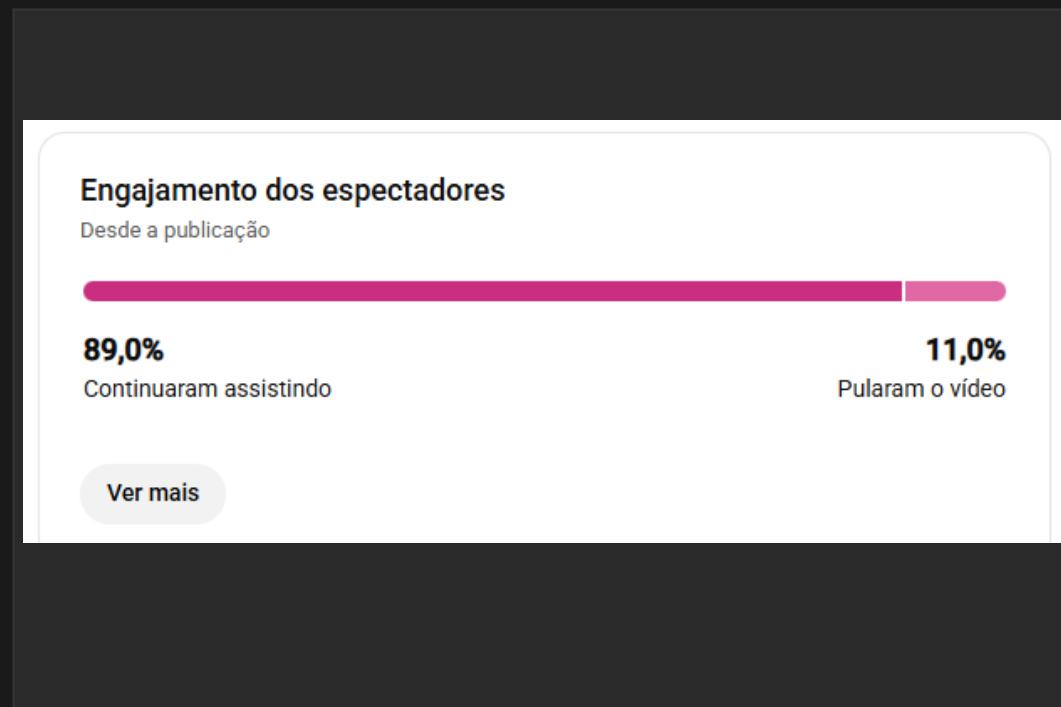


CASE 02: HERO METRICS

210K Views



89% Chose to Watch



ORIGINAL IP

Luna & Barba Louco

Protagonists of an animated universe of **adventure and humor**. Luna is brave and intelligent, connected to **starlight**. Barba Louco is a chaotic **interplanetary photographer**. Together, they build stories that combine **comedy** and **positive** messages for the Almeida Star World universe.

50K+

Views in
Pilot Week



SPECIAL PROJECT

World Cup 2026: Football IP

During the 2026 World Cup, we created a universe of fan characters inspired by the Luna and Barba Louco method, adapted for football through humorous musical reels and national team rivalries.

The project reached 1.4 million views in just seven days, with over 2,000 shares on a single video, proving immediate scalability for major sporting events and brand activations.

1.4M+

Views in 7 Days

2,000+

Shares on a Single Video



CASE 03

Long-Form Content Strategy

Long-form content requires a different approach than short-form. Success depends on title psychology, thumbnail design, and cultural framing — not just content quality.

TWO EXPERIMENTS

- Case 3.1: Cultural Framing — A Brazilian reacting to Portuguese music created unique contrast, reaching 100K+ views.
- Case 3.2: Title & Thumbnail Psychology — Changing only the title and thumbnail on a financial education video transformed 9 views into 50K+.



CASE 3.2

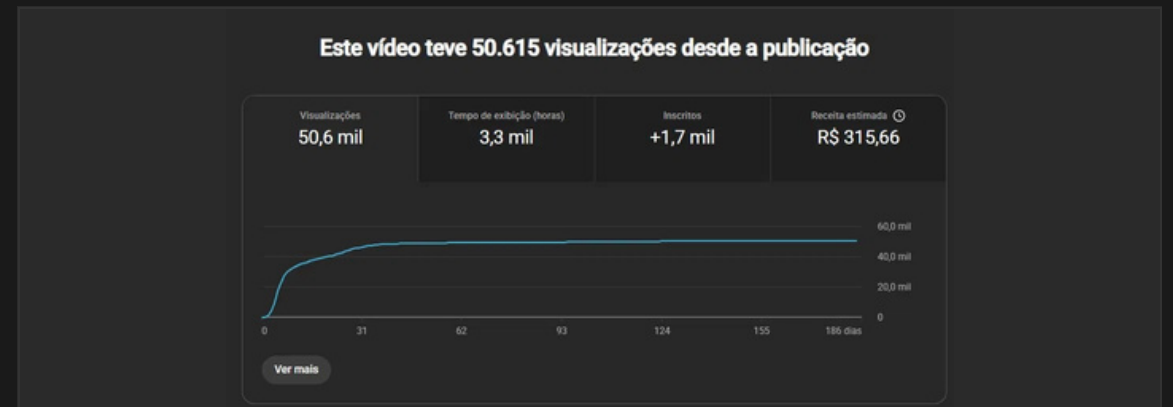
Title & Thumbnail Psychology

In a new financial education channel, the first video received only 9 views. Instead of changing content, **title and thumbnail psychology** were tested with a compelling hook.

The new title: "How I Made R\$13,237 Online Using an Old Phone (No Course, No Gambling, No Shortcuts)"

RESULTS

- 50K+ views
- +1.7K subscribers



CASE 04

Channel Management — Live Experiment

This ongoing experiment applies the same content method to a complete beginner.

The channel owner is **53 years old**, with little to no digital background.

Even so, the channel reached over **10,000 views in just 7 days, organically.**

Beyond numbers, early results increased motivation, consistency, and confidence — proving the method is transferable, not personality dependent.

RESULTS

- **10K+** views in 7 days
- Organic growth
- Experiment in progress



Let's Build Something Together

I work with creators, brands, and media projects that value identity, storytelling, and long-term growth over shortcuts.

If you're looking to build content that stands out, develop a strong persona, or grow with intention — let's talk.

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