

Jeff D'Silva

a cool dad who likes to party

ABOUT ME

I never considered myself to be an influencer, in fact, I only started calling myself "influencer" ironically a year ago as a bit. Since then, my videos have been viewed 24 million times and brands have been reaching out to me to "Jerf" up their products and services. What I offer is an unrelenting commitment to being funny first above everything else and a genuine affection for the products that I endorse which conveys authenticity and trust to my growing cult-like following.

KEY STATISTICS

5.5K

Instagram
Followers

3.4K

TikTok
Followers

13.5M

IG Reels Views
(past 12 months)

10M

TikTok Views
(past 12 months)

4

Kids to feed



SOCIAL LINKS



@jeffdsilva



@jeffdsilva

BRANDS I'VE WORKED WITH

The Dandy Brewing Co.

Inglewood YYC

Minhas Brewery

Sled Island

Pillsbury Pizza Pops



HOW THIS HAPPENED

I crave constant attention. Being the first-born grandchild in a large Pakistani-Canadian family, I had to do everything in my power to grab the attention of my army of uncles, aunties, cousin brothers, and sisters and Shih Tzus. This need for constant positive reinforcement led me to pursue the quick dopamine rushes of improvisational theatre, stand up comedy, and sh*t posting on the internet. I have since worked for CONAN on TBS, written for The Dessert sketch comedy show on CRAVE TV and acted in the FUBAR TNT streaming series. In addition to all of this creative stuff, I have an MBA and a BA in Psychology from the University of Calgary so I legitimately understand business and people. I love the 3Ms: Malls, McDonald's and Mi Familia.



jeffdsilva



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**“ Jeff is OK at
what he does ”**
-Jeff D'Silva's Mom



Services & Rates

SERVICES

- hilarious videos that get people engaged
- trend spotting and brainstorming
- promoting products with a comedic twist
- brand mention or shout out
- affiliate link or custom discount code

RATES

Instagram

Instagram Story	\$100
Instagram Post	\$200
Instagram Reel	\$500+

TikTok

Affiliate Code Mention	\$100
Product Integration Video	\$200
Dedicated TikTok Video	\$500+

YouTube

YouTube Short	\$100
Affiliate Code Mention	\$200
Dedicated Video	\$300

Creative Consultation

Brainstorming	\$100/hour
Facilitated ½ Day	\$1500
Keynote Speaking	\$2500+

PACKAGES

- Instagram Bundle (Post, Story, Reel) **\$600+**
- Video Bundle (posted to TikTok and YouTube) **\$200**
- Instagram Carousel Post & Story **\$250**

Disclaimer or Note: rates are negotiable and based on standardized estimates and previous work.