

HARDBOXING™

THE DIGITAL DOJO OF REAL COMBAT



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"I turn combat into a discipline for modern men — they train, they lift, they eat for it, and they harden their character doing it. Combat is the vehicle, not the destination."

WHO I AM

- › Combat coach — **20+ years in martial arts.**
- › Content in Spanish for the **Latin American & US-Hispanic men's market** — a segment most fitness brands under-serve.
- › **Three pillars, all connected:** combat as the method · building the body (training and nutrition) · personal development and character. Not generic fitness, and not aesthetics.
- › **The position:** combat is not about learning to hurt people — it is about becoming capable enough that you no longer need to. My two biggest reels are that argument, and they did **1.99M** and **1.15M** views. My audience did not follow me for technique — they followed me for a stance.

ACCOUNT PERFORMANCE (Meta Graph API · Aug 15, 2026)

40.2K

FOLLOWERS

4.43M

TOTAL VIEWS

3.41M

REACH

406K

INTERACTIONS

- › Grew **171** → **40,165 followers in 26 days** — 100% organic, zero ads.
- › Last 30 days: **4.33M views** across 19 reels · **5 reels over 100K** · two over 1M.
- › Median reel **33.5K views**, average **228K** — the ceiling is where the value is.
- › Median watch time **33.9 seconds**; on the top reels, **37–49 seconds**. Audiences watch, they don't scroll.
- › **61,083 shares** and **33,327 saves** lifetime — this content gets passed around, not just consumed.

AUDIENCE (follower demographics · Meta Graph API · Aug 15, 2026)

- › **67% men** (21% women · 11% undeclared)
- › **79% aged 35+** — 33% are 35–44, 30% are 45–54
- › Language: Spanish
- › Venezuela **28.3%** · Mexico **13.0%**
- › United States **11.8%** · Colombia **7.8%**
- › Argentina **6.2%** · Spain **5.5%** · Chile **4.9%**

This is not a teenage fitness audience. It is **grown men, 35 to 54, with income and dependents** — the age bracket that actually buys equipment, supplements and coaching rather than scrolling past them.

CASE STUDY — ORGANIC BREAKOUT (JUL–AUG 2026)

"Everyone thinks a street fight has a winner" — posted Jul 30

1.99M views · 1.55M reach · 141K likes · 37.2K shares · 16.9K saves · 39.6s avg watch

The account grew ×235 in 26 days on the back of this reel — and it was no one-off.

"Rage doesn't know where to stop" — posted Aug 1

1.15M views · 858K reach · 72.9K likes · 13.6K shares · 49.4s avg watch — 54% of its full length

The highest retention on the account: 49 seconds of held attention.

"The pack a man needs" — posted Aug 6

409K views · 321K reach · 27.6K likes · 37.4s avg watch

One week after the breakout, the account is still clearing 409K on a normal post.

WHAT I OFFER BRANDS

DELIVERABLE	DESCRIPTION
Dedicated Reel	Scripted & shot in HardBoxing cinematic style, product integrated in a training/combat narrative
Reel integration	Product featured organically inside a content reel
Monthly retainer	4 reels/month, sustained brand presence

Turnaround: 7–10 days per deliverable. Category exclusivity available. Dedicated Reels are produced with original footage only, so they can be licensed for your paid ads and whitelisting.

HOW WE WORK

STEP	WHAT HAPPENS
1 • Brief	You share the product, the campaign goal and the market you want to reach
2 • Concept	I send the script and hook for your approval before shooting
3 • Delivery	Final asset in 7–10 days, revisions included
4 • Report	Performance report after 14 days: reach, watch time, clicks, conversions

Rates on request — quoted per campaign, based on deliverables, usage rights and exclusivity. Tell me the budget range you are working with and I will build the package around it.

WHY IT WORKS

This account delivers the reach of a 100K–500K account, in a niche most brands cannot buy their way into: Spanish-speaking men who train. They don't scroll past — they watch 37–49 seconds and they share. Post-campaign, you receive a concise performance report built to turn one-time deals into long-term partnerships.

Let's talk about your campaign.

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