

RESPECT THE LOCALS

SHARKY PAUL

SHARK EDUCATOR · RED SEA DIVER · CREATOR · DJ

I turn fear of the ocean into respect for it. Science-checked shark stories and ocean-safety tips for a fast-growing Czech & Slovak audience – filmed where the sharks actually live.

3.6M+	476K	37K	96.6%
TikTok views in total · 1.6M in the last 12 months	views on a single ocean-safety video	Instagram followers	Czech & Slovak audience

ABOUT

Underwater since 2010.



My first dives were in the summer of 2010 on the island of Brač, Croatia – wrecks at 28 metres, a cave and my first night dive. Since then, every holiday I have has ended up in the ocean.

The moment that changed everything was in Marsa Alam, Egypt: my first shark, an oceanic whitetip. Not a monster – a calm, curious animal in its own home. That encounter became Sharky Paul.

Today I create short videos that replace shark myths with verified facts and give holidaymakers practical safety advice for the Red Sea. I write free guides, speak to guests and produce my own music – **Afro Tribal Bounce**.

> **“The ocean is not a water park. It is their world – we are only guests there.”**
>
> — SHARKY PAUL

- **PADI Advanced Open Water Diver**
- **SDI Open Water Diver**
- **Tactical first-aid course (THOR Tactical)**
- **Author of 2 ocean guides**

AUDIENCE & REACH

People save it. People share it.

BEST-PERFORMING VIDEO

476K

"Afraid of sharks in Egypt? You should worry more about what you step on." – a stonefish safety tip for Red Sea holidaymakers.

15.1K	4,029	5,327
likes	saves	shares

Practical holiday advice is what this audience saves and sends to friends before they fly – exactly the guests a Red Sea hotel wants.

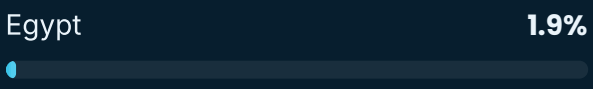
TOP VIDEOS · LAST 12 MONTHS

Megalodon – is it still hiding down there? Ocean giants series	249K
Deep Blue – forget Jaws Famous sharks	236K
Great white off the coast of Italy Shark news	222K
Egypt & the world's most venomous fish Red Sea safety	88K
Greenland shark – older than the USA Ocean giants series	80K

WHERE THE AUDIENCE LIVES







Almost the entire audience is Czech and Slovak – exactly the guests you want to reach before they book.

WHO IS WATCHING





90.5% of views come from the TikTok "For You" feed – the content reaches far beyond existing followers. Channels: TikTok, Instagram, YouTube, sharkypaul.com.

3.6M+	20	16.8K
views in total across 98 public TikTok videos	videos with more than 50K views, 7 over 100K	median views per video – a typical post, not a one-off hit

Source: TikTok Analytics, 30 Oct 2025 – 29 Oct 2026; total and per-video figures summed from the public profile on 1 Nov 2026. Best-performing video published 14 Jun 2025.

FOR HOTELS, DIVE CENTRES & TRAVEL BRANDS

What I bring to your guests.

01

Ocean-safety talk

A relaxed session for your guests: sharks without myths, currents and other situations tourists often underestimate, what not to step on, snorkelling safety and how to respect the reef.

02

Exclusive DJ sets

2 × per week, 2 hours. Daytime pool & beach sets in deep and chill Afro; evening sets with energetic Afro Tribal Bounce.

03

Content for your brand

2 exclusive TikTok videos, 3 live streams from your property and UGC photos & clips tailored to your needs.

04

Snorkelling intro

A first step into the water for beginners – in the pool or at the house reef, together with your team.

05

Free guides for guests

My shark-safety and snorkelling guides, shared with your guests and linked to your property.

06

Tailored activities

Reef clean-ups, shark evenings, family days – we shape the programme around your season.

COLLABORATION MODEL

Barter. Accommodation for 2 (all inclusive, minimum 7 nights) in exchange for the programme above. I cover my own travel. For travel agencies and insurers: package or paid campaign – let's talk.



GREEN TURTLES · ABU DABBAB, RED SEA

FOR APPAREL & EQUIPMENT BRANDS

Gear that goes into the real ocean.

01

Tested on real dives

Your gear on real Red Sea dives and around the harbour – honest content, no staged studio shots.

02

UGC for your channels

Photos and short clips from the water and the boat, ready for your website and social media.

03

Shark conservation stories

Your brand in my videos about protecting sharks – the message my European audience saves and shares.

04

Ambassador programme

A long-term partnership instead of one post. For brands with a soul and a purpose, I offer exclusivity in your category.

COLLABORATION MODEL

Product seeding or ambassador package. I only work with gear I genuinely use and trust. Free UGC for ambassador partners – let's talk.



MUSIC · DJ · PRODUCER

Afro Tribal Bounce.





Where the desert sand meets the ocean tide.

Sharky Paul is not just a content creator – he is a DJ and producer with a sound of his own: **Afro Tribal Bounce**, African and tribal rhythms fused with modern electronic music.

Behind the decks since 1999, formerly known as **Kristian Calderon**: sets in top Czech clubs, line-ups with international headliners and his own event brand, Pure Electra events.

The same mission runs through the music as through the videos – protecting the deep blue. From the explosive vibes of tracks like **"Zurna Gunpowder"** to sunset grooves, every beat is a call to respect the predators of the deep.

DAY	Pool & beach sets – deep and chill Afro
SUNSET	Sunset sessions on the beach or rooftop
NIGHT	Energetic Afro Tribal Bounce for the evening crowd

Listen on Spotify →

NO FILTERS. JUST THE TRUTH OF THE SEA.

1999	2010	CEO
on the Czech dance scene	producing own tracks & remixes in Ableton Live	of Pure Electra events – promoter across the Czech Republic

PLAYED ALONGSIDE

Nicky Romero NL **W&W** NL **Nari & Milani** IT **Get Far** IT **and many more**

IN THE FIELD

Real dives. Real encounters.













RESPECT THE Locals

LET'S WORK TOGETHER

Bring the ocean to your guests.

info@sharkypaul.com

sharkypaul.com · TikTok @sharkypaul.real · Instagram @sharky_paul_edu · YouTube @SharkyPaulOfficial · Spotify

Respect the Locals · Czech & English · Available for Egypt, the Red Sea and worldwide