

Daniela B.

[@definitelyrunninglate](#)

San Francisco, California - Pacific time



I make short-form content about getting ready, going out, traveling, trying products, and finding useful things. My work puts beauty, style, travel, hospitality, and everyday recommendations inside a real point of view.

Three accounts, three points of view

@definitelyrunninglate / Instagram - TikTok - YouTube

Lifestyle, social observations, city life, and personality-led stories.

@mommygorl / TikTok

Style, outfits, taste, accessories, and visual decision-making.

@shesoutdoor / TikTok

Travel, hotels, outdoors, and experience-led recommendations.

What we can make together

Short-form video - Talking-head explainers - Story-led integrations - Vlog-style placements - Carousels
- UGC for brand channels and paid testing

Selected work

Woolrich / Fashion / Fall / winter 2022

Winter campaign photography and branded content for Woolrich FW22, with outerwear shown in a city setting.

The Langham, New York / Hospitality

Hotel storytelling from a hosted collaboration at The Langham, New York.

Hotel Arpoador / Travel

Creator-led travel content for Hotel Arpoador, following a hosted stay in Rio.

Recent content

Oct 1, 2026 - Oct 31, 2026 / Updated Oct 26, 2026 / Source: Metricool

@definitelyrunninglate - Instagram: 3 posts, 1,018 impressions

@definitelyrunninglate - TikTok: 20 posts, 14,481 views

@definitelyrunninglate - YouTube: 4 posts, 2,967 views

Current counters for posts published in this period. Platform values remain separate; paid and organic are not separated.

Start a partnership

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Share your campaign goal, deliverables, timing, budget, and usage needs. Usage, whitelisting, and exclusivity are scoped separately.