

2026 PARTNERSHIP MEDIA KIT

CLAUDIA ALBARRÁN

Motorsport Content Creator · Social Media Manager

Social first storytelling from the paddock to the fan experience

Founder, The Slipstream Effect · FIA accredited Formula E & WEC

Madrid · Available Internationally

INSTAGRAM | TIKTOK | LINKEDIN

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ABOUT ME

I'm Claudia Albarrán, a Madrid-based social media manager and motorsport content creator specialising in social-first storytelling.

I combine professional experience managing content for major sports and entertainment accounts with hands-on race weekend coverage, creating everything from short-form videos and interviews to fan-led formats and behind-the-scenes stories.

I'm also the founder of The Slipstream Effect, an international motorsport media platform focused on single-seater racing and creating opportunities for women in the industry. Through TSE, I have covered Formula E AND WEC as FIA-accredited media and produced content from inside the motorsport environment.

My goal is to make motorsport feel accessible, exciting and human, while helping brands become a natural part of the experience and connect meaningfully with fans.



THE NUMBERS

10K

TOTAL FOLLOWERS
ACROSS SOCIAL PLATFORMS

COMBINED 90 DAY PERFORMANCE

1.13M

CONTENT VIEWS

53.8K

INTERACTIONS

9.6%

ENGAGEMENT RATE

+1.482

GROWTH

AGE & GENDER

18 - 24 · 34.4%

25 - 34 · 36.7%

35 - 44 · 11.4%

MEN · 52.4%

WOMEN · 46.2%

KEY MARKETS

SPAIN

UNITED KINGDOM

UNITED STATES

REST OF EUROPE

MOTORSPORT EXPERIENCE

Social-first coverage created from inside the motorsport environment.

From testing and race weekends to garages, paddocks and media pens.



Paddock Access

Garage Content

Driver Interviews

Live Event Coverage