

THE WELSH OPERATOR

Welsh crane operator. Melbourne skyline. Est. 2026.

Crane & Lifting

Construction AU

TikTok Creator

MEDIA KIT · 2026



WHO I AM

A Welsh voice on the Melbourne skyline.

I'm a qualified crane operator from Wales, now running lifts across Melbourne's construction sites. The Welsh Operator documents the craft, culture, and grit of heavy lifting — told through the lens of someone who crossed the world to do what he loves. On TikTok, I bring my audience inside the cab: the precision, the planning, and the moments that take years of training to make look easy.

PLATFORM

TikTok

Primary

@thewelshoperator

Handle

2026

Est.

Melbourne AU

Base

Ready to work together?

welshbulloperator@gmail.com · TikTok: @thewelshoperator · Melbourne, VIC, Australia



AUDIENCE

Who's watching — and why it matters to you.

45%

**Australian Tradies
& Construction**

Your core buyer. People already spending on tools, workwear, and plant hire every week. High intent, high conversion.

30%

**Machinery Enthusiasts
& Satisfying Viewers**

The sharing engine. Drives viral reach beyond the construction niche — widening brand exposure at zero extra cost.

25%

**Aspiring Operators
& Apprentices**

Your future-forward audience. Highly engaged, brand-loyal, and responsive to training and gear recommendations.

Australian tradies FOLLOW · Welsh & UK viewers SHARE · Global machinery fans WATCH

Three audiences. One channel. A niche no other creator owns.

WHY TIKTOK

The platform built for exactly this kind of content.

1B+

Monthly active users globally

18–34

Core age bracket — tradies & apprentices

83%

Of users discover new brands on the platform

2x

Higher engagement rate than Instagram Reels

CONTENT PILLARS

Four pillars. One consistent brand.

The Lift

40% of content

POV cab footage of Melbourne picks. Tight city lifts, dramatic heights, precision work in confined spaces. No narration needed — the machine does the talking. This is the viral engine: civilians watch it to the end every time, which signals TikTok to push it further.

Operator Truth

25% of content

Lift plans, load charts, rigging checks, what the slinger actually does and why it matters. Content that makes outsiders feel privileged and insiders nod along. This pillar builds the authority that makes brands want to align with The Welsh Operator.

Welsh Boy, Aussie Site

25% of content

Cultural contrast between Wales and Melbourne — the observations, the differences, the moments that only a Welsh operator on an Aussie site would notice. The most shareable pillar. It travels outside construction entirely, pulling three separate audiences at once.

Stitch & React

10% of content

Video replies to comments, duets with viral crane clips, expert reaction to other operators' footage. Each piece of stitch content pulls a slice of another creator's audience directly to the profile — consistent, compounding growth with minimal production effort.



WHY PARTNER NOW

The numbers two weeks in.

200+

7

2

50k

2 weeks live · 7 videos · multiple 50k+ views · comments and saves on every viral post

This is not a big account. It is a fast-moving one and that window is open right now.

WHAT THE NUMBERS ACTUALLY MEAN

Followers are a lagging indicator. Engagement is the real signal.

Comments and saves

The videos hitting 50k are not just being watched. They are being saved and commented on. Saves tell the algorithm to keep pushing. Comments tell a brand the audience is awake and invested, not just scrolling past.

View-to-follower ratio

200 followers generating 50k+ views per video is an outlier ratio. It means the content is being pushed far beyond the existing audience to exactly the kind of cold traffic a brand needs to reach.

Niche authority from day one

The crane and lifting niche in Australia is almost entirely uncontested on TikTok. There is no established competitor. Every view The Welsh Operator gets is a view that no other account in this space is capturing.

Ground floor timing

Brands who partnered with creators at 200 followers and 50k views paid gifting rates for what became a six-figure audience. That window exists right now. It will not exist at 10k followers.

WHAT I CAN OFFER YOU

Three specific placements. All on real working sites.

Product in lift footage

Your product visible in POV cab footage during a live crane truck lift. The most watched format on the channel. Cinematic, authentic, impossible to fake. Product appears naturally in the environment it was built for.

Dedicated mention to camera

A direct, honest mention of your product to camera. In the cab, on site, or during setup. Scripted around real usage, not a rehearsed ad read. Delivered in the same voice the audience already trusts.

Logo on hard hat or workwear

Your branding worn on site throughout a video or series. Visible in every shot without being the focus of any shot. Passive but consistent. The way tradespeople actually discover brands they end up buying.

Flexible from the start

Open to gifting arrangements at any stage. Product for content, no minimum follower threshold.

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WHY PARTNER WITH ME

A niche audience with real purchasing power.

Precision niche

Crane and lifting content is virtually uncontested in the Australian TikTok space. You are not competing for attention. You own the category.

Dual geography

Welsh identity plus Melbourne base creates organic reach across Australia, the UK, and Wales simultaneously. Three markets, one channel.

Tradie buying power

45% of the audience are active tradespeople already spending on tools, workwear, PPE, and plant hire. High intent, high conversion.

Character, not just content

Brands do not just get a post. They get an association with a personality and story. That longevity turns a single deal into a long-term partnership.

PARTNERSHIP OPTIONS

Flexible formats to fit your campaign.

Dedicated post

Single TikTok video featuring your product or brand, scripted around the crane/operator context for authentic integration.

Product integration

Your product featured naturally in regular content. Workwear, tools, or PPE visible throughout a video series.

Series sponsorship

Sponsor a recurring format such as Welsh Boy Aussie Site or Operator Truth. Consistent brand presence across multiple posts.

Gifting arrangement

Send product in exchange for honest featured content. Ideal for getting started before a formal rate card is in place.

Account takeover

I post from your brand account for a set period, bringing my audience and content style to your channel.

Cross-platform

TikTok content repurposed to YouTube Shorts and Instagram Reels for maximum reach across all short-form platforms.

GROWTH ROADMAP

Where the channel is heading — and when.

PHASE 1 - Now — 3 months

1k followers

5 videos per week. POV lift content and Welsh Boy Aussie Site. Warm brand contacts activated. Gifting arrangements begin.

PHASE 2 - 4 to 9 months

10k followers

Operator Truth pillar added. Weekly Lives. Workwear and PPE brand pitches. YouTube Shorts cross-posting live.

PHASE 3 - 10 to 18 months

50k followers

Inbound brand deals replace outreach. Multi-post partnerships. TikTok Shop launch. Email list for long-term audience ownership.

Ready to get involved?

All rates and arrangements provided on request. Gifting welcomed at any follower count.

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