COLORADO, USA

Michael J. Mitchell

Tech, sneakers, and everyday life.

I'm Mike, a husband and dad. I built my YouTube community around sneakers, putting people on game and trying to be the big brother I never had. These days, I share more of my life, from style and tech to home upgrades and fatherhood. I'm growing as a husband, learning as a dad, and trying to be the best man I can be.



623K
YouTube · A Sneaker Life

82.9K
Instagram followers

15.1K
TikTok followers

IG / TikTok: @mikethecompass

IG / YT Oct 16 · TikTok Oct 15, 2026

LET'S WORK TOGETHER

mikethecompass@gmail.com ↗

View portfolio ↗

THE AUDIENCE

Who you can reach.

INSTAGRAM / @MIKETHECOMPASS

82,946 followers

73.7%

United States

Top audience location

68.7%

Ages 25-44

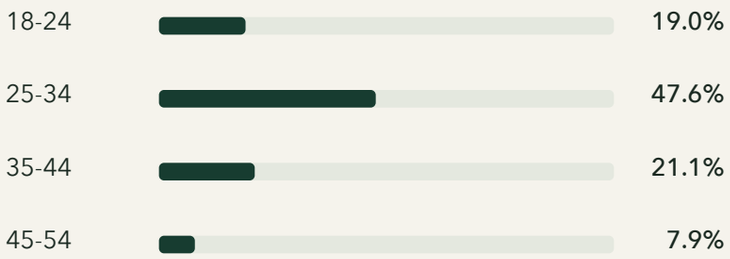
Ages 25-34 and 35-44 combined

70.8%

Male audience

Female 9.34% | Unknown 19.82%

AGE BREAKDOWN



Other ages / unknown: 4.4%

RECENT CONTENT PERFORMANCE

Instagram

Last 30 days at Oct 16, 2026

258,506	10,158	9,430
Views	Interactions	Profile visits

A Sneaker Life / YouTube — **181,297 views**

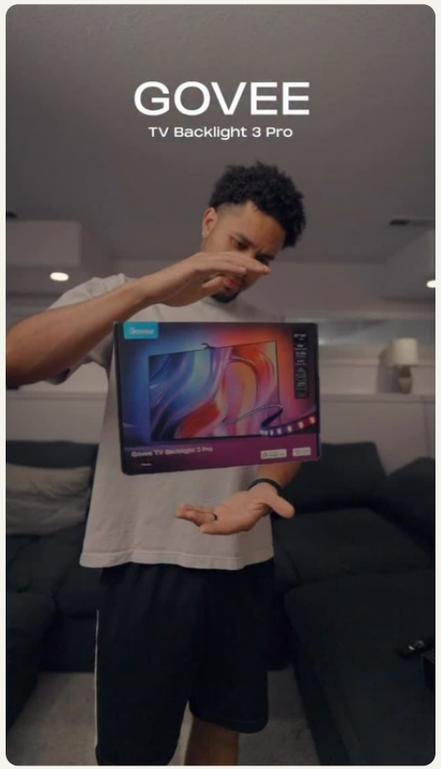
Audience: Instagram via Metricool, Oct 16, 2026. Age/gender base: 64,334 followers; unknowns retained. Geography uses provider shares.

Performance: Instagram web insights (30-day snapshot). YouTube via Metricool, Sep 17, 2026 - Oct 14, 2026 (28 available reporting days). Platform totals are separate; views are not unique people.

SELECTED COLLABORATIONS

Govee + Invisalign

Govee



INSTAGRAM REEL

Govee TV Backlight 3 Pro product demonstration.

13,621
views

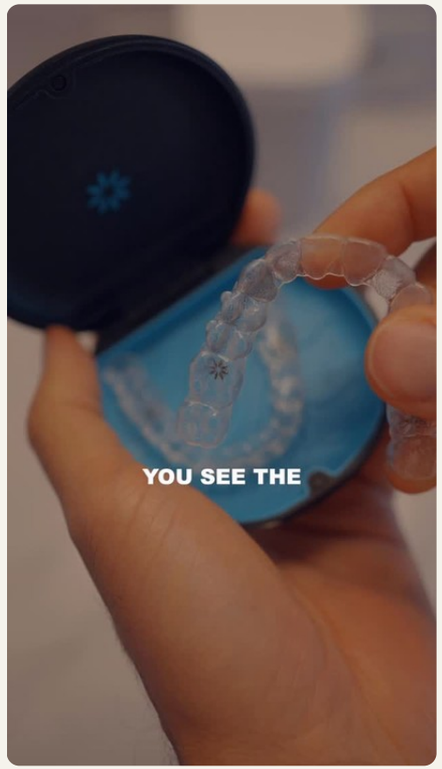
381
likes

93
comments

Published Oct 9, 2025

Watch the post ↗

invisalign



INSTAGRAM REEL

A look at my Invisalign experience.

141,483
views

101
likes

5
comments

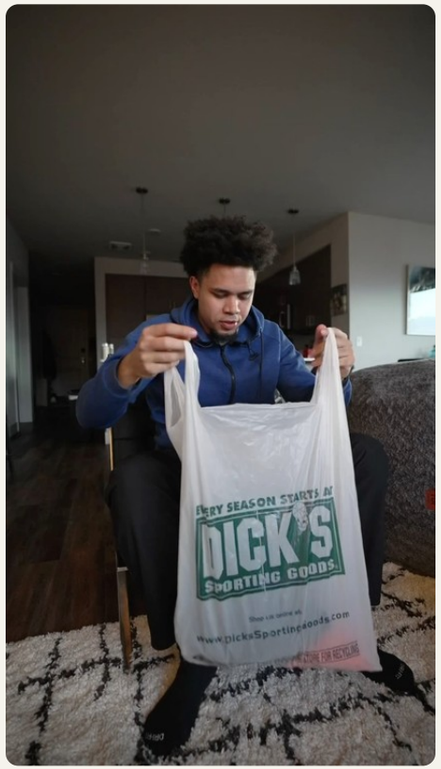
Published Jan 14, 2026

Watch the post ↗

Results recorded Oct 16, 2026. Source: original Instagram post insights. Plays shown as views exclude ad delivery; likes and comments may include ads. Selected results are historical and are not a forecast.

SELECTED COLLABORATIONS

DICK'S Sporting Goods + Jordan Brand



INSTAGRAM REEL

A sporting goods collaboration with DICK'S.

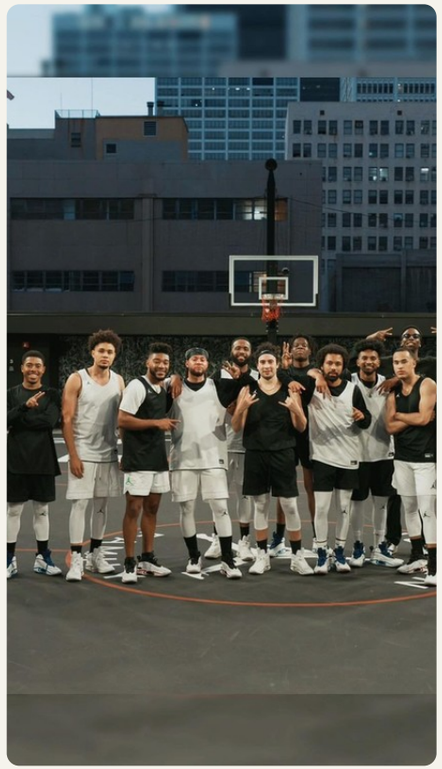
787,835
views

1,061
likes

165
comments

Published Mar 27, 2023

Watch the post ↗



INSTAGRAM REEL

A collaboration with Jordan Brand.

13,902
views

1,058
likes

54
comments

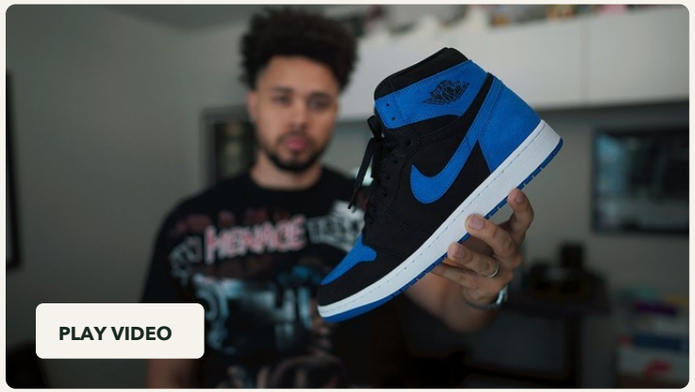
Published Dec 14, 2021

Watch the post ↗

Results recorded Oct 16, 2026. Source: original Instagram post insights. Plays shown as views exclude ad delivery; likes and comments may include ads. Selected results are historical and are not a forecast.

WHAT I MAKE

My channels. My work.



A Sneaker Life

Sneakers & men's style

Visit channel ↗



MikeTheCompass

Technology & everyday life

Visit channel ↗



Mike Mitchell Eats

Food & restaurant experiences

Visit channel ↗



UGC / ECOBEE

Smart Thermostat Premium

A 43-second vertical product video for ecobee, filmed at home. Includes the SmartSensor and a call to action.

UGC production

Product demos and creator-led videos for a brand's own channels.

Watch the ecobee sample ↗

BRAND PARTNERSHIPS

Let's work together.

01 **Sponsored content**

YouTube integrations, product reviews, Instagram Reels and TikTok videos.

02 **UGC production**

Product demos, home setups and everyday-use videos for your brand.

03 **Ongoing partnerships**

Multi-video campaigns across tech, sneakers, home, food and lifestyle.

PAST COLLABORATIONS

invisalign · Govee · Jordan · DICK'S SPORTING GOODS · MONOS · GMC · PUMA · WVH · CHAMPS SPORTS

IN THE PRESS

THE WALL STREET JOURNAL. · BUSINESS INSIDER · HIBBETT

Have a project in mind?

Send the product, deliverables, timing and budget.
Pricing and usage terms are scoped to the project.

mikethecompass@gmail.com ↗

Portfolio ↗ **Instagram** ↗ **TikTok** ↗