



HI, I'M

Caroline Classi.

a.k.a. **CaptainPuffy**

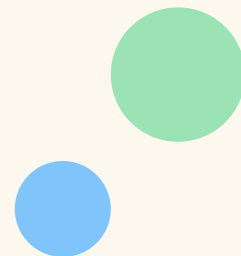
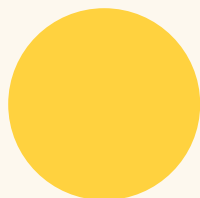
Social media marketer · Content strategist · Creator. 14+ years building campaigns, communities, and a 4M+ social following from scratch.

4M+
social following

14+
years in the game

1.5M
Twitch followers

14M+
watch hours





ABOUT

The short bio.

Caroline Classi — known online as **CaptainPuffy** — is a social media marketer, content strategist, and creator with 14+ years of hands-on experience at the intersection of creator culture and creative marketing. She built her own 4M+ following across Twitch, TikTok, Instagram, X/Twitter, and YouTube from scratch — every post, edit, and strategy by her own hands.

Caroline started streaming at 13, finished 2021 as the most-subscribed female streamer on Twitch, and has worked with brands including Nintendo, Apple TV, The Olympics, Coca-Cola, White Castle, Samsung, Amazon Music, LEGO, Audible, Razer, Skittles, and Lenovo. She's spoken at Cannes Lions, VidCon, and TwitchCon, presented a BAFTA award, and lived abroad in London for four years — giving her fluency in social and creator marketing on both sides of the pond, not just the US playbook.

THE BRAND STORY

"No degree existed — so I taught myself."

Caroline started in 2011, when "content creator" wasn't a job title and "creator marketing" wasn't a line item. She learned by doing: late-night uploads, sponsorship decks built from scratch, audience research done in DMs. Fourteen years later, that on-the-ground apprenticeship is exactly what brands need — someone who knows what makes an audience lean in because she's built one, and who knows what kills a creator partnership because she's sat on both sides of the contract.

She's now hunting for the next chapter — strategist, creative director, social media lead, or in-house thought-partner roles where a creator-native point of view is the unfair advantage.

Open for: Social Media Marketing · Content Strategy · Creator-Led Marketing · Creative Strategy · Fractional & Advisory roles



THE RECEIPTS

By the numbers.

4M+

TOTAL SOCIAL FOLLOWING

across 5 platforms — built from scratch

14+

YEARS IN THE GAME

before 'creator' was a job title

300M+

LIFETIME IMPRESSIONS

give or take a million

8.4%

AVG ENGAGEMENT RATE

≈3x the benchmark

PLATFORM BREAKDOWN

Platform	Handle	Followers	Note
Twitch	twitch.tv/captainpuffy	1.5M	14M+ watch hours
Twitter / X	@cptpuffy	1.1M	Hot takes + receipts
TikTok	@itscaptainpuffy	750K	Shorts + behind-the-scenes
Instagram	@cptpuffy	437K	Campaigns + IRL
YouTube	@CaptainPuffy	220K	Long-form + vlogs



CAREER HIGHLIGHTS

Where I've shown up.



Cannes Lions speaker

Featured speaker on creator marketing — Cannes Lions Festival.



BAFTA award presenter

Presented on the official BAFTA broadcast.



VidCon & TwitchCon

Featured speaker and panelist at the two biggest creator-industry events.



Top Subscribed Female Streamer (2021)

#1 most-subscribed female streamer on Twitch in 2021.



Lived in London for 4 years

Fluent in social and creator marketing on both sides of the pond.

BRANDS WORKED WITH

Nintendo	Apple TV	The Olympics	Coca-Cola
White Castle	Samsung	Amazon Music	LEGO
Audible	Razer	Skittles	Lenovo



AS FEATURED IN

Press & coverage.

Vogue Business
Jun 2025

At Cannes Lions, the new creator playbook — straight from CaptainPuffy.

<https://www.vogue.com/article/cannes-lions-the-new-creator-playbook>

Amazon Ads
Sep 2024

"Captain Puffy has 1.5M followers on Twitch. She knows how your brand can reach them."

<https://advertising.amazon.com/library/expert-advice/captain-puffy-twitch>

Nation's Restaurant News
Nov 2022

White Castle & Coca-Cola team up with CaptainPuffy on an exclusive Sprite Puffy Mix.

[https://www.nrn.com/beverage-trends/white-castle-coca-cola-team-up-with-gamer-to-create-exclusiv e-drink](https://www.nrn.com/beverage-trends/white-castle-coca-cola-team-up-with-gamer-to-create-exclusiv-e-drink)

LET'S WORK TOGETHER

Get in touch.

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WEB	CaptainPuffy — find me everywhere @CaptainPuffy / @cptpuffy

Open to creative strategy, social media marketing, content strategy, creator marketing, fractional & in-house roles. Based everywhere, working with anyone good.