

DANZ BUZZ

SOUTHERN CALIFORNIA COMMUNITY STORYTELLER

Telling local stories. Connecting communities.

Meet the people, businesses, and experiences shaping Southern California. Daniel Hyun introduces local entrepreneurs, shops, venues, events, and food through approachable short-form stories.

COMMUNITY STORIES. STRATEGIC CREATIVE.

Daniel's former restaurant-owner background gives him a personal connection to small business. He tells stories about restaurants and local businesses, explores hidden gems, and checks out places followers recommend. When it fits, a purposeful skit adds humor and a memorable way into the story.

HISTORICAL ACCOUNT-WIDE PERFORMANCE

27,050

Median views

53,336

Average views

~1M

Highest Reel

25.6K

Followers

Supplied public Instagram audit, observed October 22, 2026. Sample: 50 Reels posted September 8–October 22, predominantly food-related. Average views excluding the ~1M breakout: 34,016. Follower count approximate on October 22. Views are not unique reach; public counts are rounded. Historical performance does not guarantee campaign results.

WAYS TO PARTNER

Business and founder spotlights | Venue and event features | Product integrations | UGC for brand channels | Sponsor-backed community series. Scope, licensing, fees, and reporting are agreed before production.

RESTAURANTS AND MORE

LOCAL BUSINESSES / PUBLIC REEL HIGHLIGHTS

Super Tom's Burgers

1M views / 82,100 likes / 81 comments / 1,400 reposts

Azusa / October 2, 2026

Tutto Buono Meals To Go

131K views / 4,800 likes / 92 comments / 125 reposts

Pomona / October 19, 2026

Casa Luna Brunch & Bar

82K views / 1,400 likes / 5 comments / 29 reposts

Covina / September 14, 2026

Chris' Burgers

70.7K views / 2,800 likes / 162 comments / 106 reposts

La Puente / September 27, 2026

Victor's Villa

68K views / 1,700 likes / 147 comments / 35 reposts

West Covina / October 12, 2026

Rose City Pizza

48.3K views / 1,700 likes / 290 comments / 77 reposts

Covina / October 8, 2026

Restaurant stories: Super Tom's reached about 1M views; Tutto Buono 131K; Casa Luna 82K. Beyond dining: Boba Bear 70K, BajaShine 62.2K, The Fragrance Center 37.3K, Swing Bays 23.6K. Counts from the supplied 50-Reel audit, observed Oct 22, 2026. Views indicate exposure, not verified visits or sales; the 1M skit is an outlier. Payment status unverified.

POSSIBLE DIRECTIONS FOR YOUR BRAND

Sponsor a community series

Put your brand behind stories of independent founders, local shops, and neighborhood experiences.

Introduce a business or experience

Show the people behind a store or service, or bring viewers inside a venue, activity, or event.

Create a product story or UGC

Use a product integration or relatable skit to bring your message to life, subject to category and audience fit.

LET'S EXPLORE YOUR BRIEF

[instagram.com/danzbuzz](https://www.instagram.com/danzbuzz)

Proposed concepts require approval. Audience geography is pending. Paid relationships will be disclosed.