

2023

SIMON MCCABE

FILMMAKER / CONTENT CREATOR

TRAVEL / WILDLIFE / FILM





PROFILE

I'm a wildlife and adventure filmmaker driven by a genuine love of nature and the stories that live within it. My YouTube channel sits at the heart of my creative work, documenting time spent in wild places, searching for wildlife and capturing the full experience of being there. It's not just about what I see but how it feels to be out in the field, waiting, learning and earning those moments.

My films focus on wildlife behaviour, landscape, light and atmosphere, blending cinematic visuals with honest, story-led filmmaking. I aim to slow things down and bring the viewer into the process, whether that's tracking a species, sitting quietly in a hide or pushing through difficult conditions for a brief encounter.

YouTube allows me to tell longer, more meaningful stories and I treat every upload as a complete film rather than just content. I plan, film, edit, voice and release each project myself, which creates a consistent style and a trusted connection with my audience. Alongside the films, I also support viewers with practical insight into filmmaking choices, techniques and fieldcraft.

Alongside my own storytelling, I work on commercial collaborations and build long-term partnerships with respected brands that align naturally with my work and values. These partnerships are woven into real-world adventures and authentic use rather than forced promotion, allowing brands to be represented through genuine experience within wildlife and outdoor environments.





PROJECTS

2026

BOTSWANA

MAR 2026

I'm gearing up for my biggest adventure yet — a two-week journey across the Okavango Delta in Botswana. The first week will see me exploring the land, tracking wildlife and immersing myself in the landscapes, before moving onto a week on the water, filming from boats and experiencing the delta from a completely different perspective. This trip will form the heart of my next travel vlog, capturing the sights, sounds and challenges of one of Africa's most iconic wildernesses.

OPPORTUNITY

Brands can support my two-week Okavango Delta expedition through gear or financial sponsorship. Sponsors will be credited in the final film and across marketing content, with products shown in real-world use and, where it fits, highlighted within the adventure. Each package includes sector exclusivity, ensuring no competing products appear in the project.

Contact me for further information.



KEY BENEFITS

AUTHENTIC PRODUCT EXPOSURE
TARGETED AUDIENCE REACH
MEDIA SHARING & MARKETING
PROFESSIONAL PRODUCTION
SECTOR EXCLUSIVITY



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ESTONIA

JUL 2026

Returning to Europe, I'll be heading back to Estonia for the second part of my Wild Estonia Adventures series. The first film has already reached 84k views in under two months, and this follow-up will take viewers deeper into the forests in search of bears. I'll be splitting my time into two focused sections — tracking elusive bears across key habitats, and capturing the wider environment and supporting species that make these forests so special. The aim is to create a full, immersive experience that builds on the first film while revealing new stories and encounters.

OPPORTUNITY

Sponsorship is available for the second part of Wild Estonia Adventures. Sponsors will be credited in the film and marketing, with products featured authentically in the field. Each package includes sector exclusivity, ensuring no competing brands appear in the feature.

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TBD

NOV 2026

I'm also planning a third adventure later in the year, with a selection of possible locations still under consideration. This trip will focus on colder climates and the species that thrive there, offering new challenges and unique storytelling opportunities. Like my other projects, it will combine immersive wildlife encounters, cinematic landscapes and practical filmmaking insight, giving viewers an authentic experience of both the environment and the creatures that call it home.



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MEDIA

ON-GOING THROUGHOUT 2026

I produce an ongoing stream of short-form content for my YouTube, Instagram and Facebook channels, covering UK wildlife and adventure, alongside camera technology, practical technique guides and authentic, real-world gear reviews.

I only review products I would personally use in the field, showing how they perform in genuine outdoor conditions. Many of these films involve collaborations with regional reserves and conservation organisations, including the RSPB and Wildlife Trust, giving viewers an insight into protected habitats and conservation work.

I also capture events such as the Global Birdfair 2026, providing behind-the-scenes access and showcasing both the wildlife and the community involved. This mix of educational, immersive and experience-led content keeps my audience engaged while highlighting the importance of nature, practical filmmaking and responsible wildlife exploration.



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SHOWCASE

COLLABS / PARTNERS

VIKING OPTICAL

PARTNER

Viking Optical are a leading manufacturer in the optics market, and a long-term partner, with our relationship focused on delivering real ROI through a mix of story-led films, hands-on reviews and practical demos that show their optics performing in genuine wildlife and outdoor situations.



We've just secured a 12-month contract to continue our partnership, expanding the scope of content and collaboration across the year.



RSPB

COMMERCIAL

RSPB commissioned me to photograph their 2026 product catalogue, capturing the range in real-world outdoor and wildlife settings. The project showcased the products in authentic use while highlighting the organisation's focus on nature and conservation through story-driven visuals.

"You've really captured exactly what we were wanting and I'm thrilled with how the images have turned out."

LAURA BARR - MARKETING MANAGER

TOPDON

COLLAB

Topdon are a specialist in thermal units, and we collaborate to deliver measurable ROI through hands-on field use, in-depth demos and real-world testing that highlight their technology in authentic outdoor and working environments.



"We collaborated with Simon on the TS004 and it received excellent exposure. Our official email has been flooded with messages from your channel's viewers, showing great interest in the product. Additionally, the TS004 video performed well in terms of visibility on his channel."

MARKETING EXEC - TOPDON THERMAL



ESTONIA COLLAB

I collaborated with **Wildlife Dreams** and **Visit Estonia** to create my Wild Estonia Adventures film, capturing the country's incredible wildlife and landscapes. The project combined immersive storytelling with practical filmmaking, bringing viewers closer to nature while showcasing Estonia as a prime destination for wildlife enthusiasts. The film has reached 85K views in under two months, demonstrating strong audience engagement and interest.



LOWA BOOTS COLLAB

LOWA Boots provide me with footwear for my adventures, and we work exclusively, ensuring their products are showcased in real-world outdoor and wildlife environments.

TAIWAN COMMERCIAL

I was commissioned by the **Taiwan Tourist Board** to capture footage for their **Birding Taiwan film**, alongside creating a background travel vlog showcasing the country's landscapes, culture and wildlife. The project combined storytelling, wildlife filming and immersive travel content, highlighting Taiwan as a premier destination for birding and nature enthusiasts. The film went on to win Gold at the Japanese Tourism Awards, recognising its impact and quality.



11.7K

SUBSCRIBERS

[JAN 2026]

86K

LATEST VIDEO VIEWS

[DEC 2025]

202K

CHANNEL VIEW

[2025]

YOUTUBE LIFE

My YouTube channel sits at the heart of my work, with a growing audience of 11.7k subscribers built steadily through story-led wildlife and adventure films. While it may not be a massive audience, it is made up of real people who actively watch, comment and engage with the content. The focus has always been on quality and relevance, attracting a targeted community that genuinely cares about nature, wildlife and the process behind creating these films.

Each release is supported by tailored campaigns across Instagram and Facebook, where the wider audience helps drive traffic back to YouTube and extend the lifespan of every film. Short-form edits, behind-the-scenes content and stills keep viewers connected to the journey and invested in future projects. Together, these platforms create a strong and engaged ecosystem that supports sustainable growth and meaningful partnerships.

<https://www.youtube.com/c/simonmccabe>

<https://www.instagram.com/simonjmccabe>

<https://www.facebook.com/s.j.mccabe>



TRAVEL / WILDLIFE / FILM



WILDLIFE

Wildlife sits at the core of my work. I focus on real behaviour, patience in the field and respect for the environment, creating films that educate as much as they inspire while encouraging a deeper connection with the natural world.



TRAVEL

My travel content is built around experience-led storytelling, capturing the journey as much as the destination. From remote landscapes to everyday moments on the road, each film is about immersion, atmosphere and what it truly feels like to be there.



FILM

Alongside this, I create film and photography focused content designed to help others learn. These pieces break down techniques, fieldcraft and creative decision-making, offering practical advice drawn from real shoots rather than theory.



COMMERCIAL

My commercial work brings all of this together. I collaborate on story-driven shoots for organisations such as the RSPB, Viking Optical and Snuggpak, producing authentic content that aligns brand values with real-world use and genuine storytelling.

CONTENT

I create a mix of travel, wildlife, filmmaking, photography and commercial content, capturing journeys, real animal behaviour and immersive experiences. I also share practical tips and techniques to help others improve their craft, while producing authentic, story-led commercial projects that showcase products and adventures in real-world settings.





BACKGROUND

I've been working in film and media for over 30 years. In my role as a Media Director, I lead creative projects, manage production teams and oversee content from concept through to delivery. My creative background spans film, storytelling, editing, graphic design, creative direction and marketing, all shaped by a lifelong love of the outdoors, adventure and capturing the natural world.

Alongside my professional work, I've developed my own wildlife and adventure filmmaking and YouTube channel. I produce story-led films, short-form content, gear reviews and educational videos, sharing my experiences with an engaged, growing audience. I work mostly as a solo content creator, handling filming, editing, narration and marketing myself, while collaborating with conservation organisations, regional reserves and tourism boards.

Outside of filmmaking, I enjoy exploring the outdoors, playing padel, indulging my love of Star Wars and watching film. These passions feed my creativity and inspire the stories I want to tell.

Looking ahead, my goal is to become a recognised and trusted voice in the adventure and wildlife community, creating content that not only entertains but educates and inspires people to connect with nature and the world around them.



CONTACTS

If you're interested in collaborations, partnerships or media projects, I'd love to hear from you. Whether it's brand storytelling, adventure-led content or wildlife-focused films, feel free to get in touch to explore how we can work together



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