
GURÚ
GABBY TRAXLER
CONTENT CREATION

SEA OTTER CLASSIC 2026

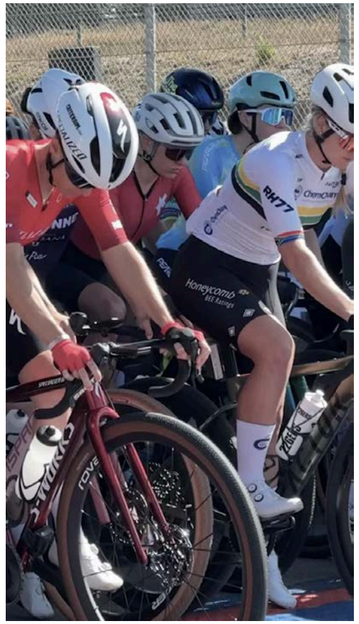
Full-length YouTube Video



In March, 2026, Gabby was featured in a long-format YouTube video for GURU ENERGY where she talked about her preperations for a race like Sea Otter Classic in California. She reveals her training regimens, nutrition plans, and mental preparation in a candid and authentic mini-documentary film.

Three teaser reels were released on GURU'S Instagram profile, and the YouTube video was released with the last episode.

Instagram Teaser Reels



ep. 1



ep. 2



ep. 3

SEA OTTER CLASSIC 2026

Photos





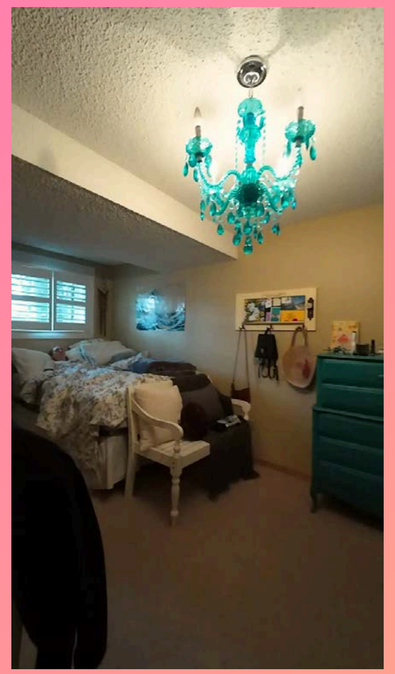





GRAVEL NATIONAL CHAMPIONSHIPS 2025

Reels





Photos











In June 2025, Gabby raced at the Canadian Gravel National Championships in her home province of Alberta, Canada. GURU produced a reel telling her comeback story from being hit by a car and suffering serious injuries, to fighting her way to the national title, which she only missed by a few seconds. The focus of the reel was to show her strength and resilience through adversity.

A second fun-focused reel was also produced which showed the lighter upbeat side of Gabby.

2025–2026 CONTENT ANALYTICS

Gabby's GURU presence has been consistent with permanent feed/Reel content, GURU-produced storytelling, and sustained weekly Story exposure around training, racing and everyday athlete life.

86,936+
Identifiable views*

130–195
Estimated Stories

15 Months
Active Story Pveriods

2-3/week
Typical Story cadence

6,401
views on "Comeback" Reel

4,188
Accounts reached on "Comeback" Reel

STORY EXPOSURE:
In addition to permanent feed and Reel content, Gabby has maintained regular GURU visibility through Instagram Stories. Based on 2–3 Stories per week, the estimated volume is:

PERIOD	APPROX. WEEKS	ESTIMATED GURU STORIES
2025 – 6 months	~26	52–78
2026 – 9 months	~39	78–117
Total	**~65**	**130–195**



KEEP THE STORY GOING!



SIMON WILLIAMS
simon@inspireathete.com
416 · 566 · 0990



PETER COSENTINO
peter@inspireathete.com
416 · 937 · 8656

INSPIRE
ATHLETE
MANAGEMENT

inspireathlete.com

