



ERIK & SYDNEY



Life beyond the pavement.

ONE MAN. ONE DOG. A HOME THAT MOVES.

Full-time overlanding in a black 2005 Toyota Sequoia. Sydney and I share the places we find, the meals we make, and the practical details of living with the gear we use.

Erik Icenhour / Founder

erikandsydney.com

Instagram @erik_and_sydney

TikTok @erik.sydney



FIELD NOTES. REAL PEOPLE.

A specific point of view.

Outdoor gear. Vehicle living. Camp cooking. Travel with a dog.
The niche is defined by a life actually lived outdoors.

234

Instagram followers

October 26, 2026

353

TikTok followers

October 26, 2026

SELECTED STORIES / CUMULATIVE POST VIEWS

59,776

Ten campsites that stayed with us

TikTok / published 2026-10-01

4,524

A home inside a Sequoia

TikTok / published 2026-10-06

4,466

Cold weather, small home

Instagram / published 2026-10-13

Follower counts: verified by Erik on October 26, 2026.

Post results: Metricool snapshot retrieved October 25, 2026; cumulative per-post views, not a shared reporting period. No paid/organic split or follower attribution is available. Platforms and audiences are not added together.

LET'S MAKE SOMETHING USEFUL.

A place in the story.

The right collaboration belongs in the life—not just in a post.



REAL USE. INDEPENDENT STORYTELLING.

Sponsored short-form stories · UGC for brand channels

Product demonstrations · Practical reviews · Extended field testing

Ambassador relationships · Travel photography and video

A single project or a longer relationship. We start with the product, the audience, and the story worth telling.

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