Amalfi Jets, the $120 Million Aviation Firm Built on TikTok, Signs With Freddy Media

Founder Kolin Jones spent five years building an audience instead of an ad budget.

LOS ANGELES, Calif., Aug. 1, 2026 -- Amalfi Jets has signed with Freddy Media, a B2B creator talent and marketing agency, to manage brand partnerships and media development for founder Kolin Jones. The 25-year-old grew the private aviation firm to **$120 million in annual revenue** without buying a single ad, using TikTok instead to put the business in front of audiences.

Jones started the company in 2020 from his college dorm room with no outside capital and no debt. Five years later, the company's audience stands at 2.9 million TikTok followers and hundreds of millions of video views, with single clips that have outperformed entire paid campaigns in the category. And with a total audience of **nearly 4 million across platforms**, social media visibility now drives the majority of Amalfi's inbound demand and has made Jones one of the most recognizable figures in private aviation.

The new partnership between Amalfi Jets and Freddy Media reflects where the creator economy is heading. The next phase is commercial infrastructure that makes it easier for brands and creators to do business together, and Amalfi Jets is at the front of that shift.

Through the partnership, Freddy Media will oversee brand partnerships, strategic media opportunities, and long-term commercial development for founder Kolin Jones and Amalfi Jets, creating a structured approach to collaborations as the company's digital audience continues to grow. The partnership supports Amalfi Jets' broader growth strategy by creating new opportunities to collaborate with aligned brands while continuing to grow the company's presence across luxury travel, entrepreneurship, and digital media."Amalfi Jets brings something truly different to the creator economy. Their proprietary technology, customizable partnership delivery, and level of reporting give brands visibility and flexibility we have not seen before. And that is the perfect vehicle for building integrated partnerships that extend far beyond the content itself," said Savannah Simms, Freddy Media co-Founder and COO.

Jones built a nine-figure aviation business through consistent posting, a recognizable on camera persona, and an audience that trusts him to explain an industry that spent decades staying opaque. The brand and media interest that follows an audience of that size requires the same operational discipline Amalfi Jets applies to flight operations. Freddy Media has the expertise and experience to provide that discipline.

"Kolin built the kind of audience most brands spend millions chasing. Our job is putting real commercial layers around it so partners can plug in without slowing the content down," added Freddy Media co-founder and CEO Jon Frederick.

Fast facts:

- Founded in 2020 in a college dorm; no outside investors, no debt
- Revenue grew from $3 million to $120 million with zero paid advertising
- 2.9 million followers on TikTok, with a total social audience approaching 4 million
- Asset-light model coordinating a vetted global network of charter aircraft
- 27 full-time employees at its Los Angeles-area headquarters

Want your brand in front of this audience? Contact us here.

About Amalfi Jets

Amalfi Jets is a global private aviation company redefining the charter experience through innovation, technology, and safety. Founded by commercial pilot and private aviation leader Kolin Jones and philanthropist and financier Calvin Yoon, the company combines aviation expertise with proprietary technology to modernize how private jet travel is booked, managed, and delivered. Amalfi Jets leverages digital platforms and an in-house operations team to source aircrafts, evaluate operators, manage logistics, and oversee every detail of a trip in real time, placing safety at the forefront of every flight. With access to a worldwide fleet and a team available 24/7, Amalfi Jets manages charter solutions for individuals, families, and businesses flying globally.

About Freddy Media

Freddy Media is a creator-led media, marketing, and business development company that helps influential people and industry-leading organizations turn attention, expertise, and audience trust into long-term enterprise value. Operating across talent management, brand partnerships, content development, marketing, and strategic consulting, Freddy Media builds the commercial infrastructure behind modern media brands.

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