

BRAND KIT

Maya Chen

@mayaugc · beauty UGC creator
Beauty UGC that actually converts

AUDIENCE

INSTAGRAM

13K

7.2% eng of people reached ·
12.5K views

TIKTOK

9.6K

7.5% eng of people reached · 14K
views

PERFORMANCE HIGHLIGHTS

MONTHLY IMPRESSIONS

158.7K

AVG SAVES / POST

200

AVG SHARES / POST

194

BEST FORMAT

Before / after

CONTENT STYLES

Before / after

17K views · 295 saves · 8.2% eng of people reached
Best for: skincare, haircare

Unboxing

10.2K views · 115 saves · 6.6% eng of people reached
Best for: skincare, beauty-tech

ASMR application

0 views · 0 saves · 0.0% eng of people reached
Best for: skincare, fragrance

GRWM voiceover

11.4K views · 162 saves · 7.0% eng of people reached
Best for: skincare, makeup, fragrance

Tutorial / how-to

0 views · 0 saves · 0.0% eng of people reached
Best for: skincare, haircare

WORKED WITH

Alba Botanics

Sundial SPF

WHAT BRANDS SAY

“Maya's before/after reel was our best-performing creative of the quarter - 2.1x ROAS.”

- Priya N., Dewlight Botanics

“Fast, on-brief, and her routine videos just convert. Re-booked for Q3.”

- Marcus L., Barrier Basics

SERVICES & RATES

1x UGC video	\$350
3x UGC video bundle	\$900
UGC + usage rights (90 days)	\$1,400
Monthly retainer	\$3,200