MEDIA 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

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

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

Tutorial / how-to
0 views · 0 saves · 0.0% eng of people reached
Best for: skincare, haircare

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

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**