

Mia's Skincare

UGC Portfolio & Pitch Deck

Meet Mia — Your Gen Z Skincare UGC Creator

Mia is a 21-year-old digital creator with a clean, relatable, fresh-faced aesthetic that resonates deeply with Gen Z and younger millennial audiences.

She brings a calm, natural energy to her skincare content, making products feel approachable, trustworthy, and genuinely easy to use.

Her visual style is built around:

- Soft natural lighting
- Realistic “skin-first” angles
- Gentle, confident delivery
- Clean compositions that highlight product texture and packaging
- A warm, friendly presence that feels like advice from a best friend

Brands choose Mia because her look, tone, and authenticity create the perfect connection point for young customers making their first skincare purchases — from serums and moisturizers to SPF and daily routines.

Tone & Audience Fit:

Gen Z, beauty-first, minimalist, honest, glow-focused skincare storytelling.



Why Mia's UGC Performs

Mia's content blends authenticity with a clean, modern beauty aesthetic that aligns perfectly with today's skincare market. Her natural expressions, soft lighting, and realistic texture shots create instant trust — a key driver of conversions in Gen Z audiences.

Her UGC consistently performs because it focuses on what beauty customers care about most:

- **Clarity** — simple, easy-to-follow product use
- **Realism** — believable skin texture and genuine reactions
- **Warmth** — a friendly, relatable presence that feels like personal advice
- **Aesthetic appeal** — bright, soft, minimalist visuals that match leading skincare brands
- **Consistency** — cohesive look and feel across photos and video
- **Conversion-minded storytelling** — hooks, benefits, product moments built for engagement

Mia's calm, trustworthy delivery encourages viewers to lean in, listen, and imagine the results for themselves — making her content ideal for organic posts and high-performing paid media ad creatives.



Mia's Skincare Journey: Why She Cares

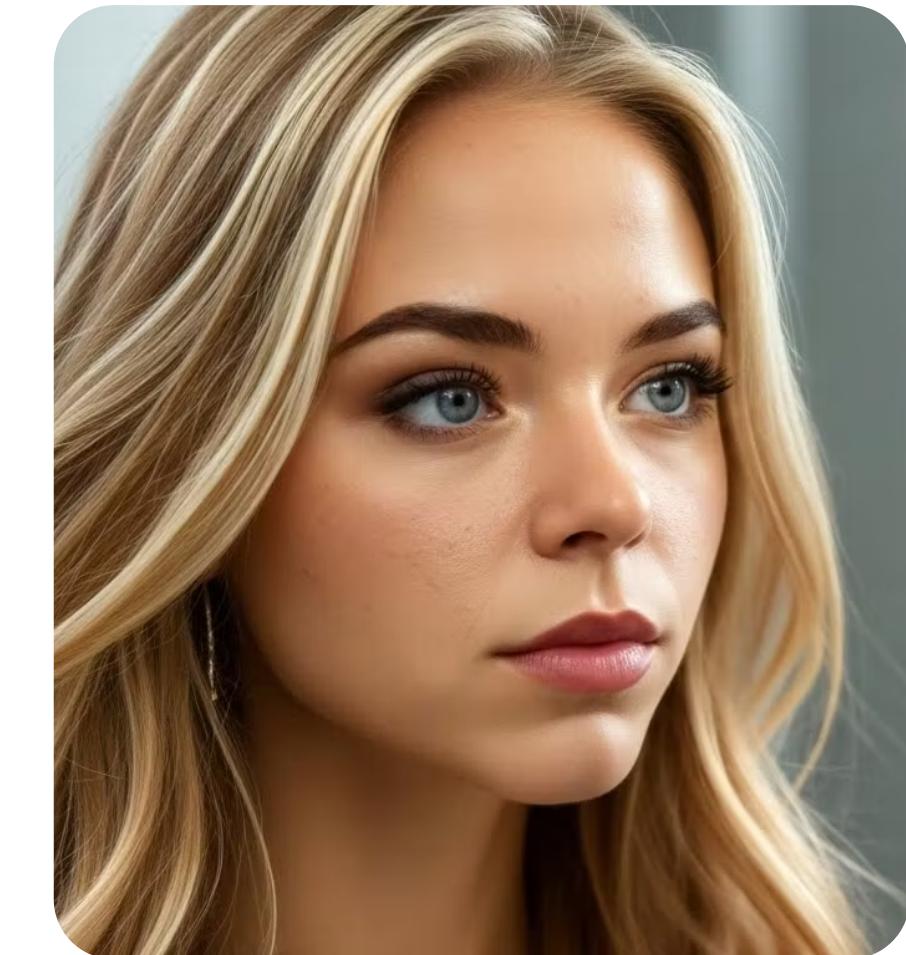
Like many Gen Z women, Mia's skin hasn't always been consistent. She experiences fluctuations depending on stress, weather, and routine — from occasional dryness and dullness to uneven texture and the occasional breakout.

Instead of chasing complicated routines, Mia looks for simple, effective products that help her skin stay balanced, hydrated, and naturally glowing. Her journey reflects what real customers experience: trying products that promise results, learning what her skin responds to, and celebrating the improvements she sees over time.

Her skincare priorities mirror her audience:

- **Restore natural glow after dull or tired-looking skin**
- **Reduce occasional dryness and uneven texture**
- **Soothe breakout-prone areas without irritation**
- **Keep her routine simple, gentle, and effective**
- **Find products that feel clean, lightweight, and trustworthy**

This journey makes her a relatable voice for skincare brands — someone who understands real concerns and communicates results in an honest, accessible way that resonates with Gen Z consumers.



Mia before she began her skincare regime

Mia's Skincare Demonstration

STEP 1



Gentle cleanse

STEP 2



Here's the serum I'm applying next

STEP 3



Apply evenly to target hydration

STEP 4



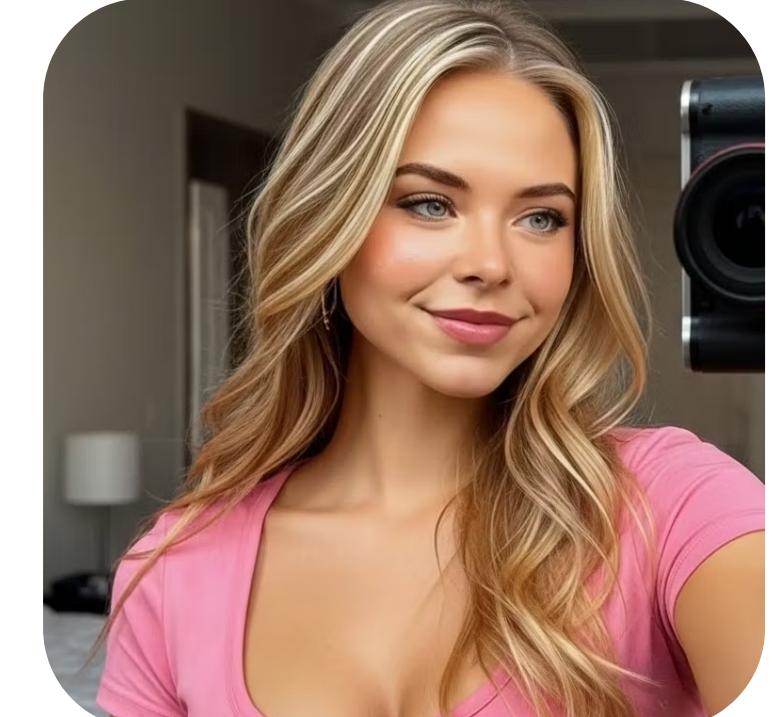
Massage to activate absorption

STEP 5



Notice the natural glow

STEP 6



Soft, hydrated skin for an effortless glow

What Mia Creates for Skincare Brands

Mia specializes in natural, high-performing UGC content made specifically for beauty and skincare brands. Her approachable personality, and visual storytelling make her ideal for organic social content and paid performance ads.

Mia's UGC Deliverables Include:

- **Product Demonstration Videos**

Short, authentic tutorials showcasing product use, texture, and results.

- **Story-Driven Skincare Routines**

Narrative-style videos that guide viewers through a full morning or night routine.

- **Aesthetic Product Photos**

Clean, minimal, high-quality imagery for webshops, ads, and Instagram content.

- **Step-by-Step Demo Sequences**

Clear, educational visuals that highlight proper application and benefits.

- **Hooks + Variations for Paid Ads**

Multiple intros designed for A/B testing and maximising watch time.

- **Customer POV Content**

First-person perspective clips that feel relatable and real.

Why Brands Choose Mia:

Her look, tone, and style align perfectly with Gen Z beauty trends — natural, and trustworthy. All content is crafted to feel authentic, not staged, helping brands increase conversions and build genuine connection.



Why Mia Connects With Your Customers

Her look, tone, and energy resonate with today's skincare buyers.

✨ Gen Z aesthetic

Soft glow, clean beauty vibe, effortlessly on-trend.

✨ Relatable personality

Friendly, warm, and approachable — never “influencer-overdone.”

✨ Natural skincare look

Healthy skin, minimal makeup, exactly what beauty brands want to represent.

✨ Authentic energy

Feels like a real friend sharing her routine, not an ad.

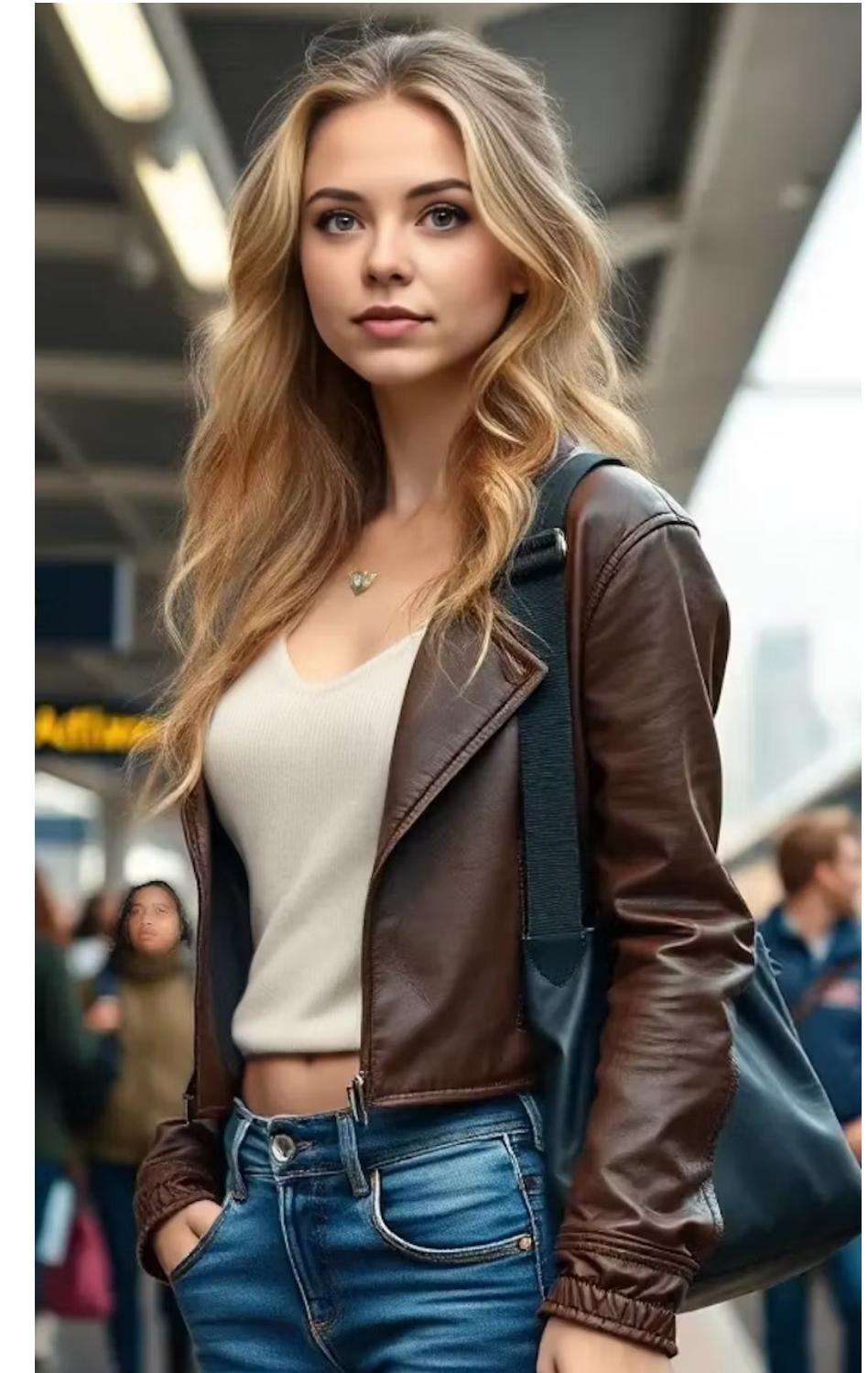
✨ High trust factor

Gentle delivery + real demonstration = better viewer retention.

✨ Perfect for paid ads

Bright lighting, clear facial expressions, strong product framing.

* Mia feels real, familiar, and trustworthy — the perfect match for beauty brands speaking to Gen Z.



Launch High-Performing Skincare Content

Mia delivers a complete set of creator-style videos designed for TikTok, Reels, and paid ads.

✨ **6 × short-form clips (5–6 seconds)**

Perfect for TikTok Reels, website demos, and quick storytelling.

✨ **6 × micro-clips (2–3 seconds)**

Hook moments and aesthetic B-roll ideal for paid ads.

✨ **1 × full routine edit (30–45 seconds)**

A complete, polished skincare walkthrough ready for organic posting.

✨ **Voice-over versions in Mia's natural UK accent**

Soft, friendly, Gen Z tone for relatable beauty content.

✨ **Captions + on-screen text versions**

Optimised for silent viewing across social platforms.

✨ **Ad-ready video exports (9:16 format)**

Delivered in the correct format for TikTok, IG Reels, Meta Ads, and YouTube Shorts.

✨ **High-quality skincare demonstration photos (6 images)**

Clean, aesthetic visuals brands can use for product pages and social posts.

You receive a flexible content kit you can repurpose across ads, product pages, social posts, and brand storytelling.



Rates for High-Quality Skincare UGC

Pricing reflects concept development, video creation, editing, and Mia's signature on-camera aesthetic.

★ UGC Video Rates

◆ Organic UGC Concepts

Starting at \$300 per video

Ideal for TikTok, Reels, product pages, and brand-owned social posts.

◆ Paid Media Ads

Starting at \$450 per video (includes 90-day usage)

Optimized for TikTok Ads, Meta Ads, and high-retention campaigns.

★ Usage Rights

◆ Organic Social Usage — included

(use on brand-owned accounts only)

◆ Paid Advertising Usage — included for 90 days with paid media videos. Extensions available upon request.

◆ Whitelist Usage / Spark Ads — available as an add-on

across ads, product pages, social posts, and brand storytelling.

Every brand's needs are unique. Once you share the exact deliverables, I'll provide a tailored quote based on:

- number of videos
- length and hooks
- voice-over requirements
- ad vs organic placement
- usage duration

You receive a flexible content kit you can repurpose across ads, product pages, social posts, and brand storytelling.

Work With Mia

Real, relatable skincare UGC that connects with today's Gen Z audience.

★ What Mia Brings

- ✨ Natural, friendly on-camera presence
- ✨ Consistent look, tone, and aesthetic
- ✨ High-quality skincare demonstrations
- ✨ Fast turnaround & multiple video formats
- ✨ Performance-ready content for TikTok, Reels & ads

★ Let's Collaborate

If you'd like to move forward, simply share:

- the product
- the concept you have in mind
- the deliverables you need

I'll provide a tailored quote and next steps.

Your product deserves content that feels authentic. Mia is ready when you are.



Get in Touch

Let's Create Beautiful Skincare Content Together

Reach out to discuss your product, concept, or campaign needs.

★ CONTACT

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- INSTAGRAM:** @miacallahan1
- PORTFOLIO / WEBSITE:** [GLOW CREATOR STUDIO](#)

I'll get back to you promptly with next steps and a tailored quote.





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