

BRAND KIT

Maya Chen

@mayaugc · beauty UGC creator

Beauty UGC that actually converts

AUDIENCE

INSTAGRAM

46.7K

7.9% eng · 23.4K views

AUDIENCE DEMOGRAPHICS

TOP AGE

25–34 (48%)

GENDER

82% women

TOP LOCATIONS

US · UK · Canada

PERFORMANCE HIGHLIGHTS

MONTHLY IMPRESSIONS

906.4K

AVG SAVES / POST

510

AVG SHARES / POST

168

BEST FORMAT

Before / after

CONTENT STYLES

Before / after

29K views · 783 saves · 9.0% eng
Best for: skincare, haircare

GRWM voiceover

25.9K views · 586 saves · 8.2% eng
Best for: skincare, makeup, fragrance

Tutorial / how-to

22.8K views · 470 saves · 7.8% eng
Best for: skincare, haircare

Unboxing

20.1K views · 376 saves · 7.4% eng
Best for: skincare, beauty-tech

ASMR application

16.6K views · 295 saves · 7.2% eng
Best for: skincare, fragrance

WORKED WITH

Drunk Elephant

Glow Recipe

CeraVe

WHAT BRANDS SAY

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

— Priya N., Glow Recipe

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

— Marcus L., CeraVe

SERVICES & RATES

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