

CHARLIZE LOW
ugc content creator





CHARLIZE NATALIE LOW

UGC & digital creator portfolio

I am a Canadian-based beauty & lifestyle digital content creator specializing in creating reliable, engaging, and influential user-generated content supporting the business scale and curating a genuine audience.

I love sharing my knowledge and experiences with others. I create content through my social media platforms focusing on makeup tutorials, skincare routines, fashion hauls, travel vlogs, and lifestyle tips. I am dedicated to creating authentic, relatable, and informative content.

I love exploring new places and trying new things and often incorporate these experiences into my content.

@itscharszn

WHY UGC?

User Generated Content is the leading way to build trust with your audience and influence purchase decisions. People trust people, and that's why relatable content delivers results.

UGC is brand-specific content created by creators or consumers within digital platforms such as social media.

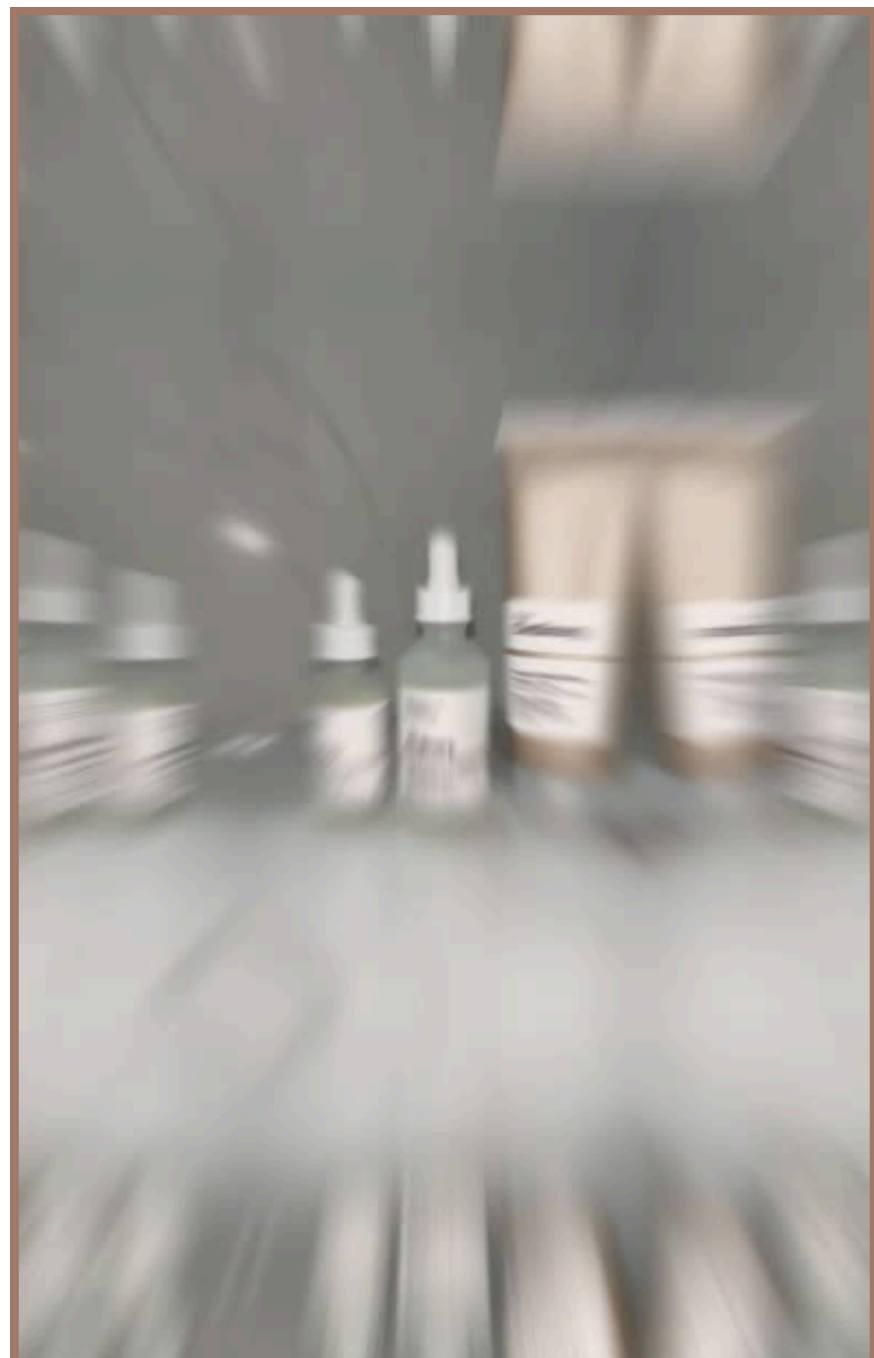
UGC has a significant influence on 79% of people's shopping decisions (Stakia)

I spend time researching your company's goals intentions, and competition. I align these aspects with the most effective social media marketing trends and strategies to boost your sales!



FEATURED WORK ~VIDEO CONTENT~

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Product Demo



Travel



Voiceover



Unboxing

MORE ~VIDEO CONTENT~



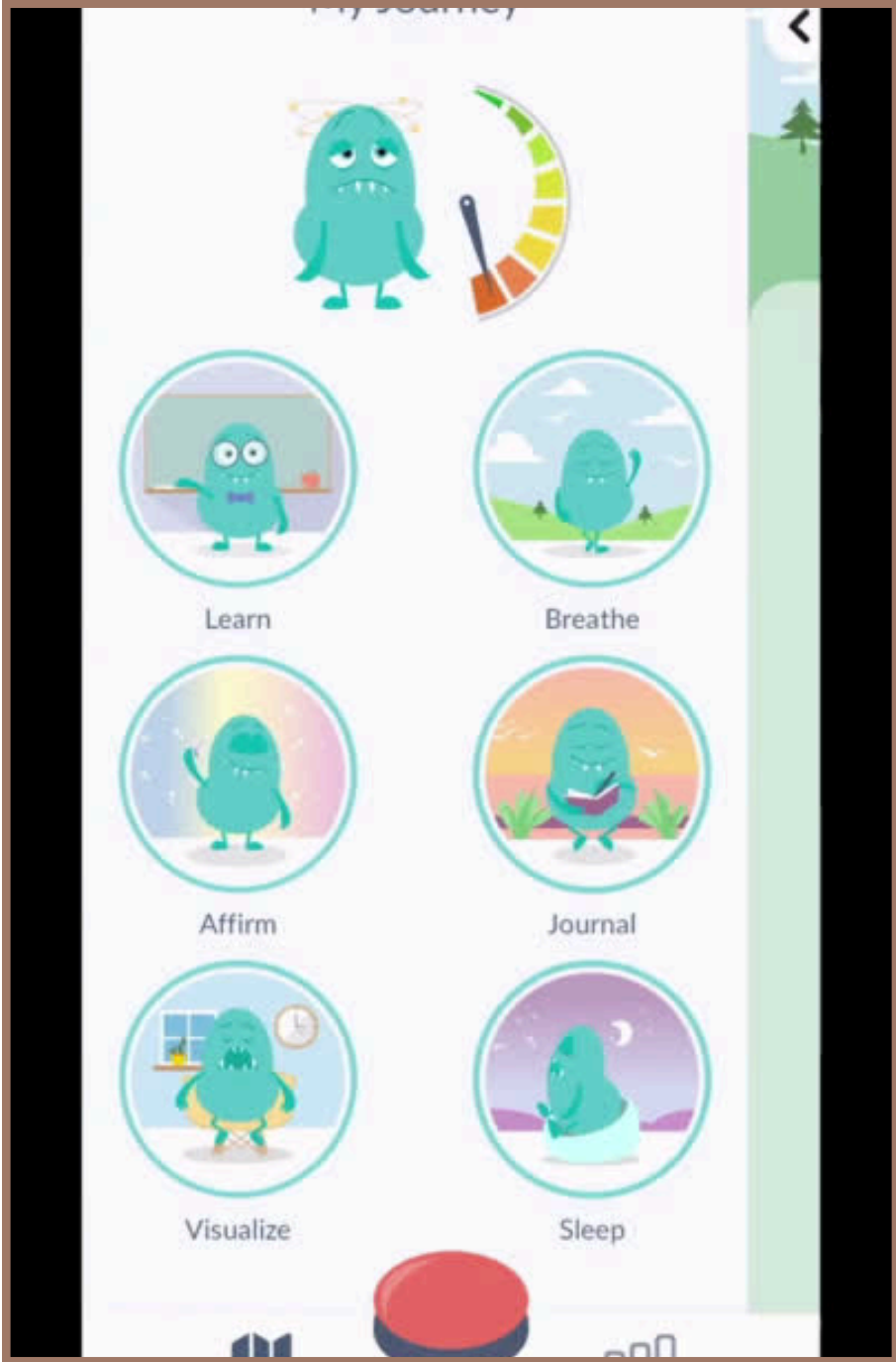
I've tried so many

Footwear



SOLID

Couple



App



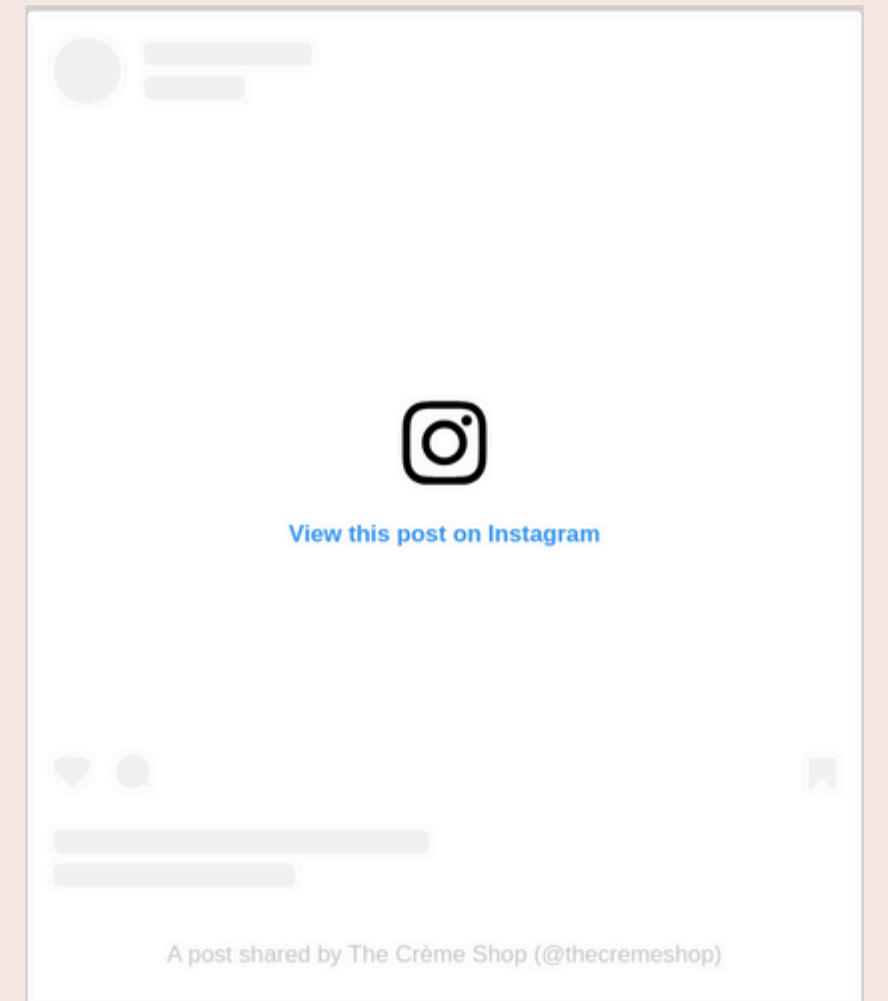
Pet

THE CRÈME SHOP X SAILOR MOON

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Try-on



[The Crème Shop](#)
[Instagram](#)

~PHOTOGRAPHY~ CONTENT





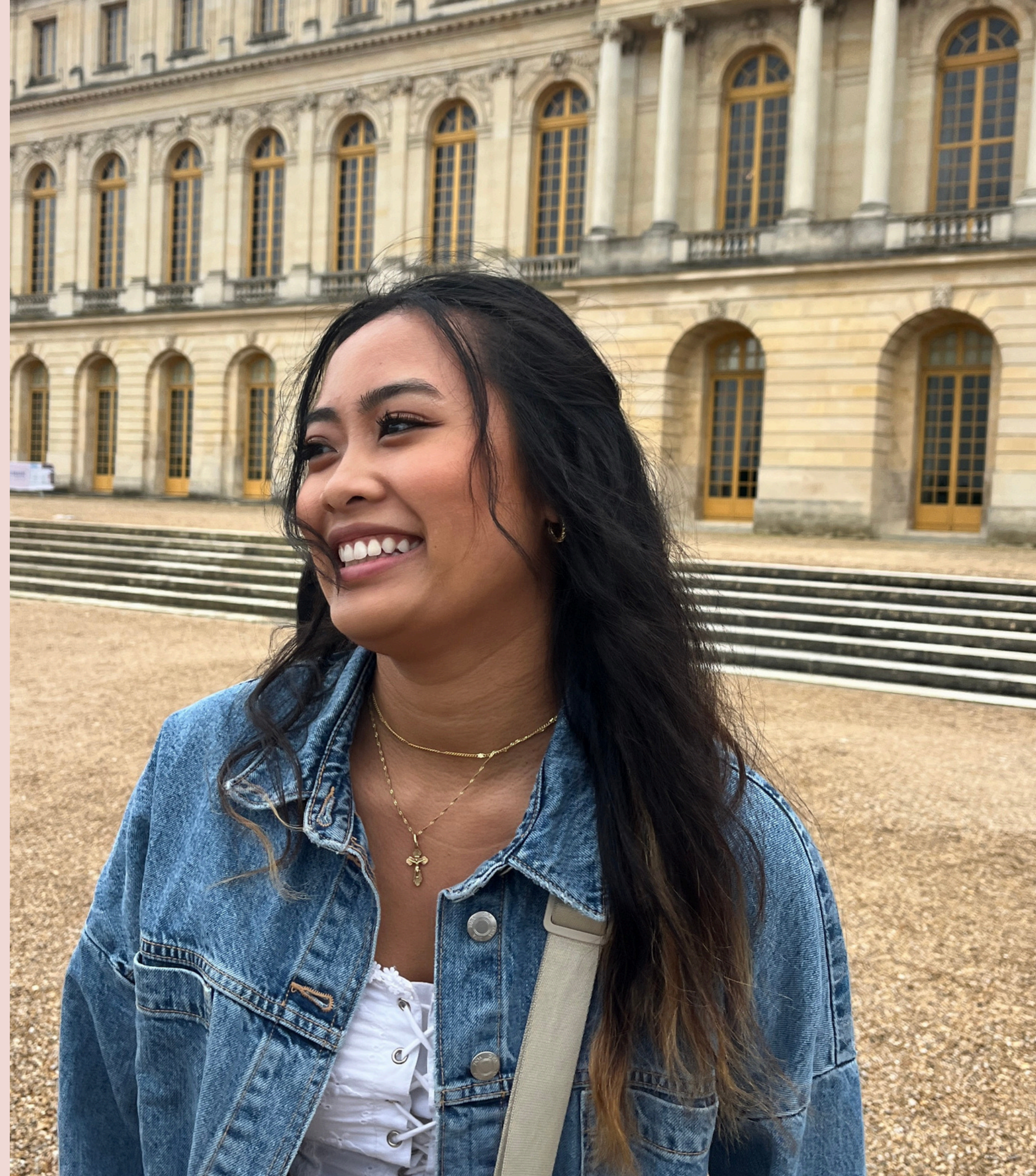
Engagement rate: 22.23%
Accounts Reach: 4.6K+

▶ 1563	♥ 65	💬 3	📌 4	🔖 1
▶ 1,945	♥ 109	💬 2	📌 17	🔖 2
▶ 1,585	♥ 61	💬 12	📌 1	🔖 0



SOCIAL MEDIA STATISTICS

COLLABORATIONS



TYPES OF CONTENT

Vlog/Lifestyle/Day in a Life
Creative Strategy
Product Review/Testimonial
How-To Videos
Voiceover videos
Unboxing & ASMR
Product Photography

UGC VIDEO CONTENT

- 10 -60 seconds;
- vertical;
- research on branding and concept;
- edited
- raw footage
- lifetime usage

UGC PHOTOGRAPHY

- edited and retouched

CUSTOM PACKAGES
PHOTO PACKAGES
VIDEO PACKAGES
(available upon request)

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UGC RATES

VIDEO RATES		PRODUCT/LIFESTYLE PHOTOGRAPHY RATES	
1 VIDEO	\$ 150	5 PHOTOS	\$ 125
3 VIDEOS	\$ 400	10 PHOTOS	\$ 165
5 VIDEOS	\$ 650	15 PHOTOS	\$ 250

USAGE RIGHTS

3-6 MONTHS	30% OF BASE
1 YEAR	50% OF BASE
PERPETUAL	60% OF BASE

BUNDLES

COMBINATION OF PHOTOS & VIDEOS

- 3 VIDEOS + 6 PHOTOS \$450
- 5 VIDEOS + 15 PHOTOS \$750

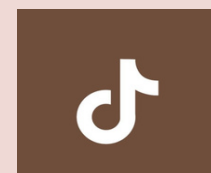
GET IN TOUCH

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Socials

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