



Yanni Rasberry

UGC Creator & Social Media Manager

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ABOUT ME

I am a passionate UGC creator who knows how to stop the scroll. With a keen eye for trends and a knack for authentic storytelling, I create high-converting content that doesn't just showcase products—it makes people want them. Whether it's engaging short-form videos, relatable product demos, or aesthetic lifestyle shots, I specialize in crafting content that feels organic, builds trust, and drives results. Brands love working with me because I don't just create—I strategize.

EDUCATION

- SUNY Oswego
- Bachelors in Human Development

EXPERIENCE

- Conceptualize, script, and produce high-quality UGC content for brands, enhancing their digital presence and engagement.
- Partner with brands across various industries to create authentic, conversion-driven content.
- Stay ahead of trends to develop timely and relevant content that resonates with target audiences.
- Optimize content for different platforms, ensuring alignment with brand aesthetics and messaging.
- Deliver high-performing UGC that has contributed to increased engagement, conversions, and brand awareness.

SKILLS

- Proven ability to go viral
- Excellent video editing
- Strong trend analysis
- Exceptional scriptwriting
- Engaging storytelling
- Fantastic organization