



# UGC PORTFOLIO

CALII - LIFESTYLE CREATOR

@iamcalii\_\_



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MEET THE CREATOR

# HELLO, I'M CALII

I'm a lifestyle UGC creator passionate about capturing real, relatable moments through fun and engaging content. I've worked with brands like Charlotte Russe, L'Oréal Paris, and Chicken of the Sea – creating everything from beauty and fashion to food-focused content. My style is warm, genuine, and always tailored to connect with your audience. Let's create content that's authentic fun and gets results!



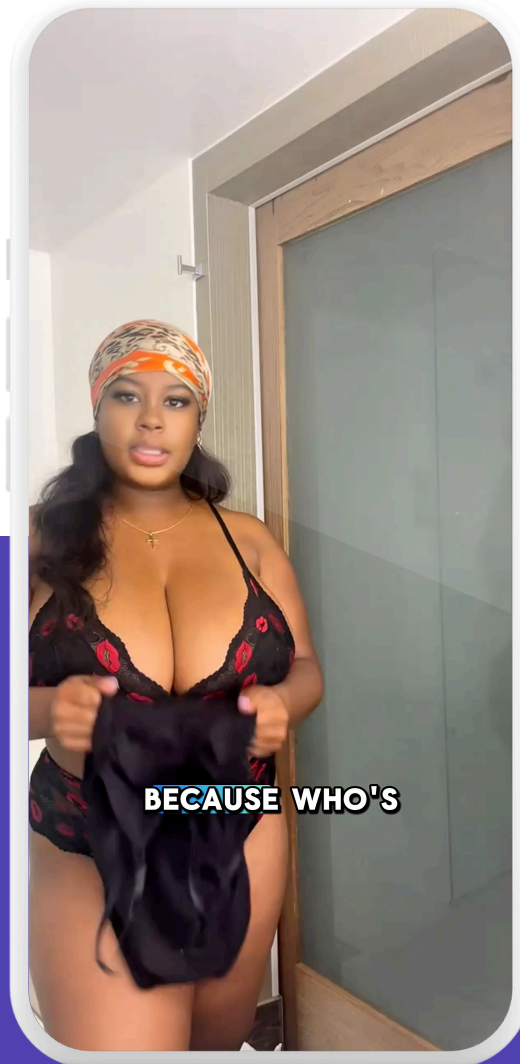
# WHY ME?

I know how to bring brands to life through authentic, scroll-stopping content. I focus on real storytelling that builds trust and sparks genuine connection with audiences. My goal is to make your product feel like a must-have, not just a moment in the feed.

@iamcalii\_\_



# RECENT PROJECTS



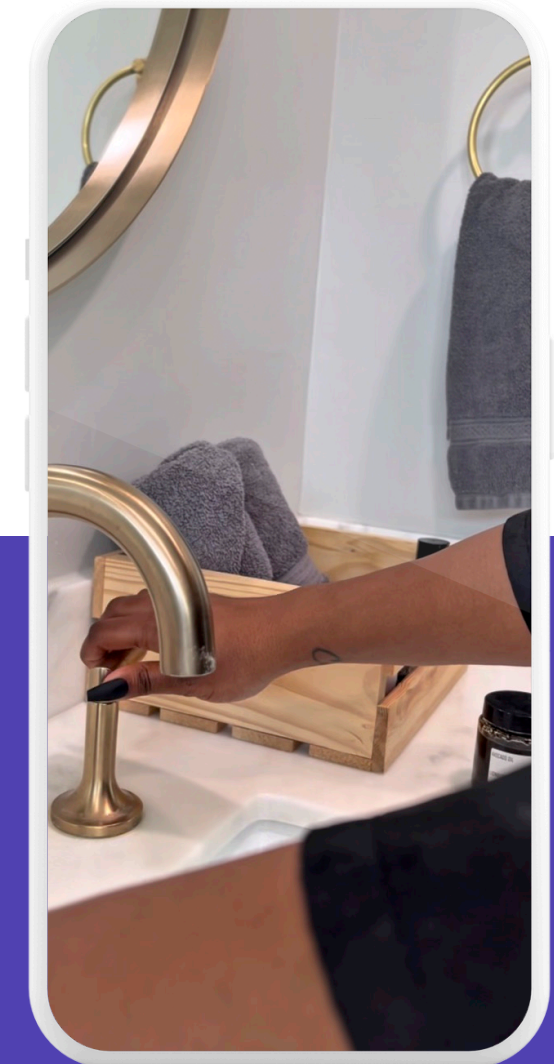
SHAPELLX  
Product Review



GROCERY HAUL  
Vlog Content



BARE NECESSITIES  
Testimonial



DAILY ROUTINE  
Lifestyle



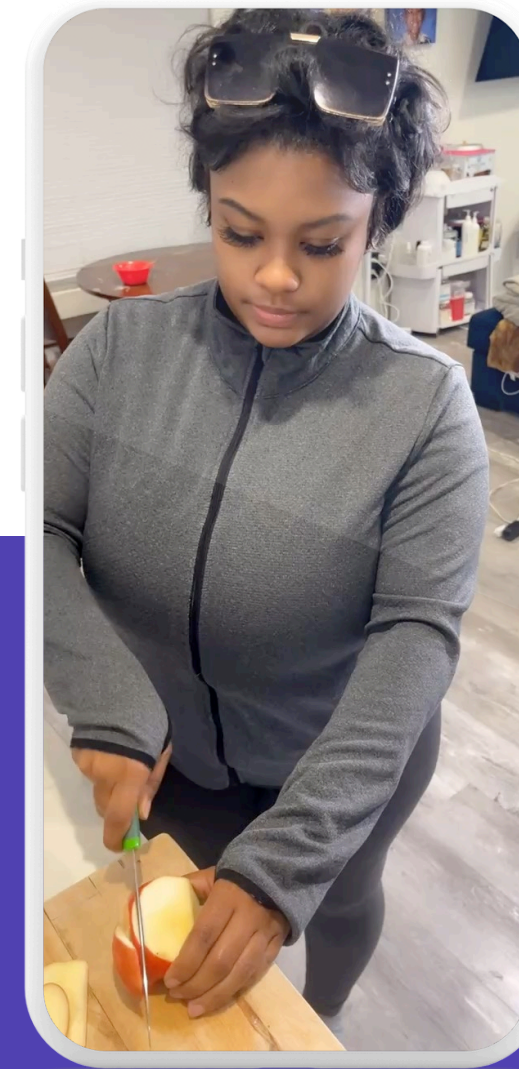
# RECENT PROJECTS



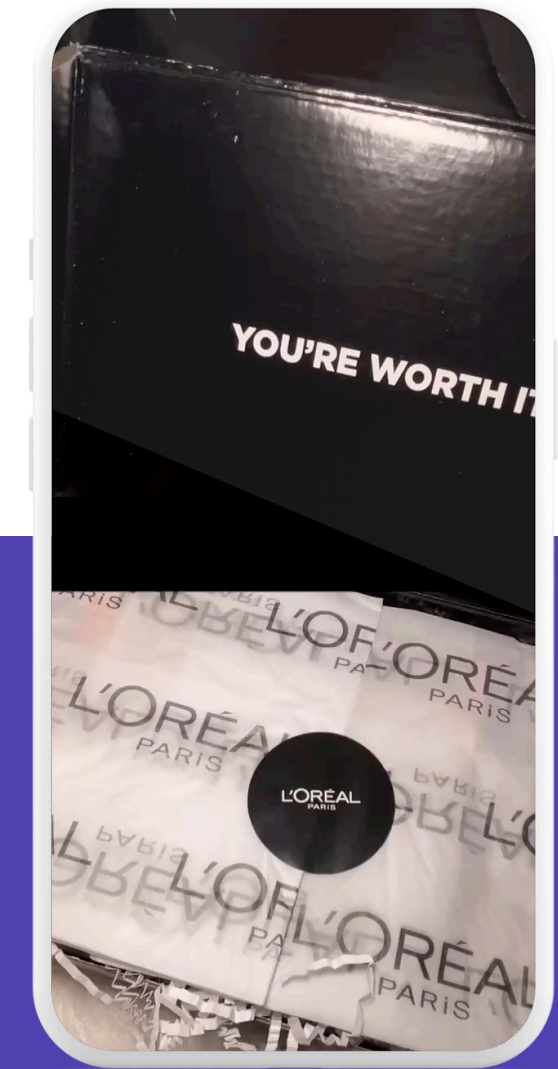
FAMILY CENTERED UGC  
private screening



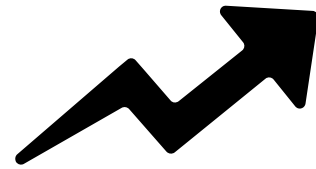
RESTAURANT REVIEW  
Vlog Content



MARIES ORIGINALS  
Problem - Solution



L'OREAL PARIS  
Unboxing



# 150K AUDIENCE REACH

I've been creating for about 3 years and have accumulated over 150k followers across all my social channels. This allows me to put **your brand in front of thousands** of viewers with every post I share.

@iamcali\_





@iamcalii\_\_

# CONCEPT THEMES

- Reviews
- Unboxing
- Get ready with me
- Shopping haul

# A FEW KEY STATS

AVERAGE REACH

**150K**

18 - 29 YEARS OLD

**75%**

US/AUS

**60%**

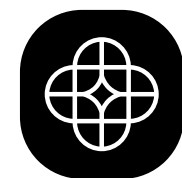
ENGAGEMENT

**1M**

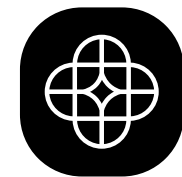




# PREVIOUS PARTNERSHIPS



CHARLOTTE RUSSE



BARE NECESSITIES



ELF COSMETICS



CHICKEN OF THE SEA

# THANK YOU!

CALII - UGC CREATOR

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