



BOBBY VILLEZ

MEDIA KIT

2026

ugc creator & content creator

Authentic, high-quality user-generated content
that converts audiences into loyal customers.

@bobbyvillez



About Me

Hi, I'm Bobby Villez a UGC Creator specializing in short-form video in Beauty, self-care, lifestyle, home, wellness, travel & food content designed to feel native, relatable and conversion-focused. With over 100 pieces of branded content created, I help brands stand out on social platforms through authentic storytelling and scroll-stopping visuals.

230K FOLLOWERS

tiktok 220k

facebook 10k

instagram 2.4k

WOMEN

65%

MEN

35%

TOP LOCATION

AUSTRALIA AND USA

AGE GAP

18-35

I first discovered the power of content creation when I started sharing my own product reviews and lifestyle posts online, and quickly realized how much influence authentic voices have in shaping customer trust. Since then, I've collaborated with brands across beauty, fashion, wellness, lifestyle, tech, creating scroll-stopping UGC that feels natural, relatable, and persuasive.

What sets me apart is my ability to merge creativity with strategy. Every video, photo, or campaign I produce is designed to not only capture attention but also encourage clicks, saves, and conversions. My content blends aesthetic visuals with story-driven messaging — so it feels like a recommendation from a friend, not an ad.

WHY BRANDS WORK WITH ME?

Brands choose to partner with me because I understand the modern consumer: they don't want polished ads, they want relatable recommendations. By combining storytelling, high-quality visuals, and platform-native formats, I help brands increase engagement, boost awareness, and build trust.

My Mission & Approach

My mission is simple: to create authentic, relatable content that feels like a friend's recommendation but delivers the impact of a high-performing ad. I believe user-generated content is the future of digital marketing — it builds trust, sparks conversation, and influences purchase decisions faster than traditional advertising.

I aim to help brands:

- Boost engagement and awareness
- Build genuine connections with their audiences
- Drive conversions through authentic storytelling



1 Boost engagement

Learn your brand voice, target audience, and campaign goals.

2 Creative Direction

Conceptualize scroll-stopping ideas tailored for Social Media, Social Media, and paid media.

3 Optimization & Delivery

Provide raw and edited files in platform-optimized formats.

WOW

AUTHENTICITY FIRST

90% of consumers say authenticity matters when choosing brands.

PERFORMANCE DRIVEN

My content consistently drives above-average engagement (avg. [9.5%]) compared to standard influencer or ad campaigns.

TREND-SAVVY

By leveraging current Social media and Social Media trends, your brand stays relevant in fast-moving digital spaces.

What can I create?

READ



SPONSORED TIKTOK

Native-feeling videos posted to my 234K+ TikTok audience with strong hooks, product integration and CTA.

UGC VIDEO

Brand-ready short-form content created specifically for organic social, websites or campaigns.

PRODUCT DEMO

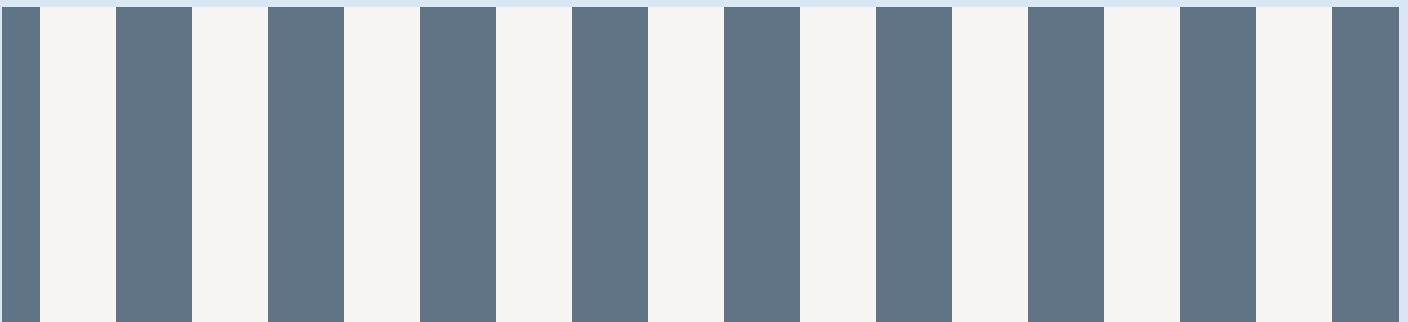
Close-up demonstrations, unboxings, routines, tutorials, testimonials and problem/solution concepts.

CAMPAIGN PACKAGES

Multi-video partnerships built around different hooks and creative angles to create a reusable content library.

I create short-form content that blends authentic creator storytelling with strong hooks, product education and lifestyle moments. The goal: make products feel natural while creating content brands can actually use.

Working with me means choosing a creator who understands that UGC is more than just content — it's the bridge between your brand and real people. I approach every collaboration with the mindset of a partner, not just a freelancer. My goal is not only to deliver high-quality visuals, but also to help your brand connect with the right audience in an authentic and meaningful way.



Portfolio Highlights

I've collaborated with brands across beauty, fashion, lifestyle, and wellness, creating UGC that feels natural, relatable, and on-trend. My work is designed to be repurposed across organic social posts, paid campaigns, and websites — ensuring that each collaboration provides lasting value.

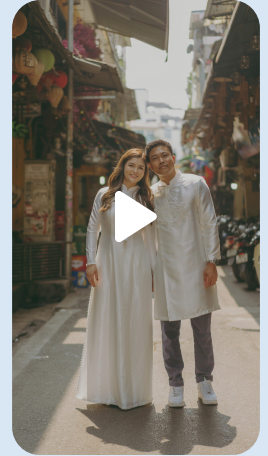
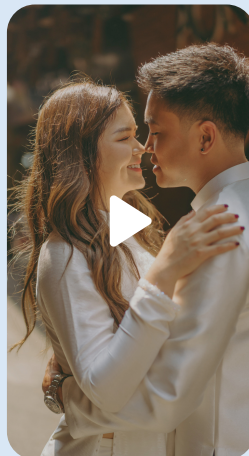
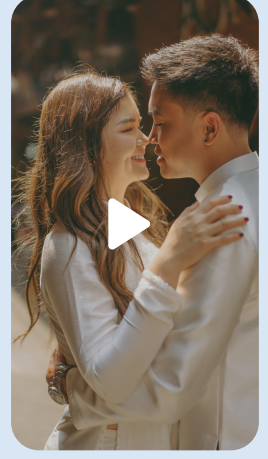
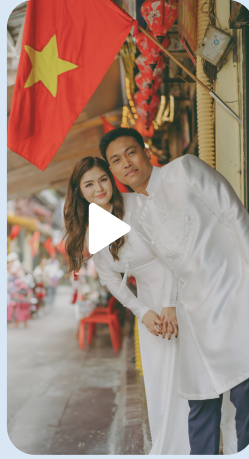
OLLOCDAM

MEDICUBE

NEUROGUM

KITSCH

Click PLAY button to see video examples



Let's Create Something Memorable

THANKS

Thank you for exploring my media kit. I'd love the opportunity to collaborate with your brand and bring your vision to life through authentic, creative, and performance-driven UGC.

Whether you're looking for a single video, a package of lifestyle photos, or a long-term partnership, I'm here to create content that resonates with your audience and strengthens your brand's online presence.

THANK
YOU!