CIERA REYNA · CR VISUALS

# Media *kit.*

UGC that sells without looking like an ad.



| 170+ | 5+ | 150K+ |
| --- | --- | --- |
| BRAND PARTNERSHIPS | YEARS CREATING | MONTHLY VIEWS |

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ABOUT

# Real stories that *sell the product*.

Ciera Reyna is a multi-niche creator based in Kentucky with 5+ years of experience and 170+ brand partnerships. CR Visuals is her UGC business, and House of M.G. Photography is her photography business.

Her work converts: ad content built for brands, with a warm, real-life storytelling touch across beauty, fashion, food, tech, travel and home.

BEAUTY & SKINCARE · FASHION · FOOD & BEVERAGE · TECH & APPS · TRAVEL · HOME & LIFESTYLE · PETS · PARENTING · HAIR · AESTHETIC · WELLNESS

# Audience *and reach*.

Real numbers from my own accounts. Most views come from people who don't follow me yet.

| 6,379 | 1,312 | 998 | 8,689 |
|---|---|---|---|
| TIKTOK | INSTAGRAM | FACEBOOK | TOTAL FOLLOWERS |

### INSTAGRAM
LAST 30 DAYS

- 124.6K views · 68.6K viewers
- 15.6% engagement rate
- 82.8% of views from non-followers
- +53.8% follower growth
- 3,586 profile visits
- Top reel: 20K views

### TIKTOK
LAST 12 MONTHS

- 91.6K views
- 4.2% engagement rate
- 70.6% from For You
- 19.7% from Search

### FACEBOOK
LAST 28 DAYS

- 23.4K combined views across 2 pages
- 7.8% engagement rate (main page)
- 96% of new-page views from suggested feed

### WHO IS WATCHING
AUDIENCE

| 87.9% | 81% | 82% | 67.3% |
|---|---|---|---|
| WOMEN ON INSTAGRAM | WOMEN ON TIKTOK | AGES 25 TO 44 | IN THE US |

RESULTS

# What the work *does*.

Numbers from recent brand campaigns. Organic value is estimated from CPM.

| 206.9K | 20.4K | 9.87% | $2.1K–$4.1K |
|---|---|---|---|
| TOTAL IMPRESSIONS | TOTAL ENGAGEMENT | AVG. ENGAGEMENT RATE | EST. ORGANIC VALUE |

**PROVEN CONVERSIONS**

AFFILIATE LINKS

~10% conversion rate: 9 sales from 92 clicks

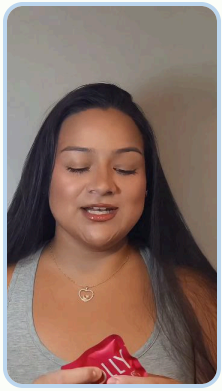
Top link converted at 23%

# Six ways I make an ad *stop the scroll*.

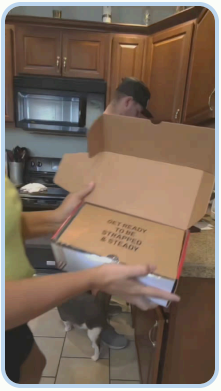
Real paid ads, grouped by the angle behind them. Watch them at studio-crvisual-portfolio.netlify.app.



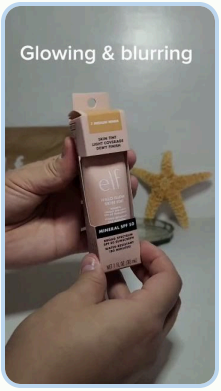

Wonderskin
PAID AD · CURIOSITY HOOK



Folly
PAID AD · PROBLEM → SOLUTION



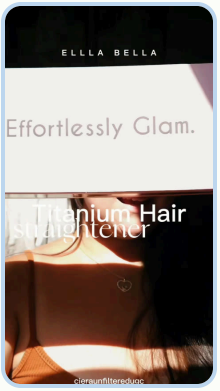
Strapinno
PAID AD · PRODUCT DEMO




e.l.f. Cosmetics
PAID AD · CINEMATIC B-ROLL



Springdance
PAID AD · PRODUCT + LIFESTYLE




Ella Bella
PAID AD · HONEST REVIEW

Also: Seacret, Dryper, Hero, One Bed and 160+ more partnerships.

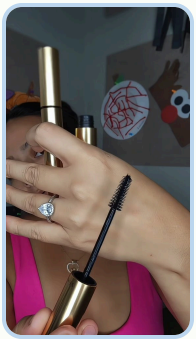
# Photography, *a few favorites*.









BRANDS

# Brands I've *created for*.

170+ brand partnerships across beauty, hair, skincare, fashion, home, kids, pets, food and tech.



TESTIMONIALS

# What brands *say*.

★★★★★

Ciera is such a joy to work with! She's super proactive and always one step ahead, sending ideas and checking in before I even had to ask. Her turnaround is crazy fast, and the content always comes in early and looks amazing. She's also great about keeping me in the loop, so I never had to wonder where things stood. Her style is natural and genuine. Her videos feel like a friend recommending something, not an ad, which is exactly what we wanted. Would 100% work with her again and recommend her to any brand looking for real, authentic UGC!

ZOE, FOUNDER · ROOM BY ZORA

★★★★★

We enjoyed collaborating with Ciera. She brought our brand concept to life in a natural, engaging way while keeping the content authentic to her lifestyle. Throughout the entire project, she was highly responsive, professional, and very easy to work with. We would gladly work with her again on future campaigns!

THE STRAPINNO TEAM · STRAPINNO

★★★★★

Ciera does a wonderful job creating content for Warmables. Her review feels natural, genuine, and engaging, and she presents our BentoBox Packer beautifully. I use her review in my advertising, and it brings a serious amount of visitors to the Warmables website. She is professional, easy to work with, and creates content that gets attention. I am very happy to work with her again.

YVONNE FRICKER, FOUNDER · WARMABLES

# What you can *hire me for*.

## UGC Content Creation

Native-feeling short-form video built to perform in the feed.

ORGANIC UGC · PAID AD CREATIVES · PRODUCT DEMOS · TESTIMONIALS · VOICEOVER · PROBLEM / SOLUTION · UNBOXING

## Photography

Product and lifestyle stills for e-commerce, social and campaigns.

PRODUCT · LIFESTYLE · E-COMMERCE · SOCIAL CONTENT

## Creative Strategy

Briefs and creative direction rooted in what converts.

AD CONCEPTS · HOOKS · CREATIVE DIRECTION · CONTENT STRATEGY

## Ongoing Partnerships

Collaborations that build a brand voice across a full content cycle.

MONTHLY CONTENT · AMBASSADOR · CAMPAIGNS · RETAINERS

## Let's make your brand *unforgettable*.

Send me the brief and the goal. I'll reply with ideas.


EMAIL
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PORTFOLIO
studio-crvisual-portfolio.netlify.app

INSTAGRAM
@cieraunfiltereugc

TIKTOK
@ciera_reyna