

UGC PORTFOLIO

VICTORIA IVANOVA

I create authentic video content for brands that showcases products in a natural, aesthetic, and impactful way



WHY INVEST IN UGC CONTENT?

UGC content feels natural, relatable, and authentic, which makes it far more effective than traditional advertising. Instead of looking like a forced ad, it blends seamlessly into the audience's feed, making people more likely to watch, trust, and engage with it. This authenticity helps build stronger emotional connections with consumers and increases brand credibility.

UGC also helps brands convert more easily, as people trust real-looking content more than polished commercials. At the same time, it is more cost-effective than traditional advertising while still delivering strong results.

Additionally, UGC videos are perfectly adapted to social media platforms. They don't interrupt the user experience—instead, they feel like a natural part of it, which leads to higher engagement, better performance, and stronger brand awareness.



ABOUT ME



- Even though I am just starting out with UGC, I approach the content creation process thoughtfully and professionally—from concept development and filming to editing and the final overall feel of the video.
- I specialize in creating different types of videos where products are integrated subtly and naturally, without compromising the authenticity of the content.
- I create product-focused UGC with aesthetic B-roll, a clean visual style, and a calm, balanced pacing, making the content suitable for use as social media ads.
- I often work with a voiceover format, which allows for more natural storytelling and gives brands greater flexibility in how the content is used across platforms.
- I pay close attention to details such as natural lighting, framing, color balance, video rhythm, and the overall visual atmosphere.
- For me, it is important that the product feels like part of the story rather than the main focus—I believe this approach builds trust and creates a genuine connection with the audience.
- My portfolio includes spec content created to showcase my style, creative thinking, and potential as a UGC creator.
- My goal is to grow, learn, and collaborate with brands that value authenticity, aesthetics, and real impact over intrusive or overly promotional advertising.

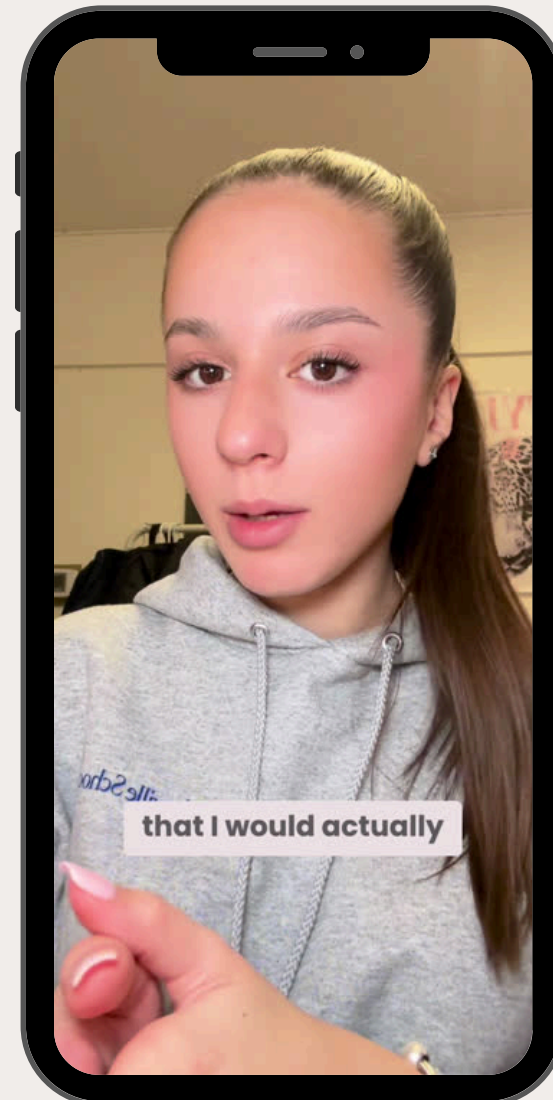
UGC videos that I have done for brands.

I RECENTLY MOVED TO THE U.S. TO STUDY, SO NOW I AM STARTING TO CREATE UGC CONTENT FOR WORLDWIDE BRANDS

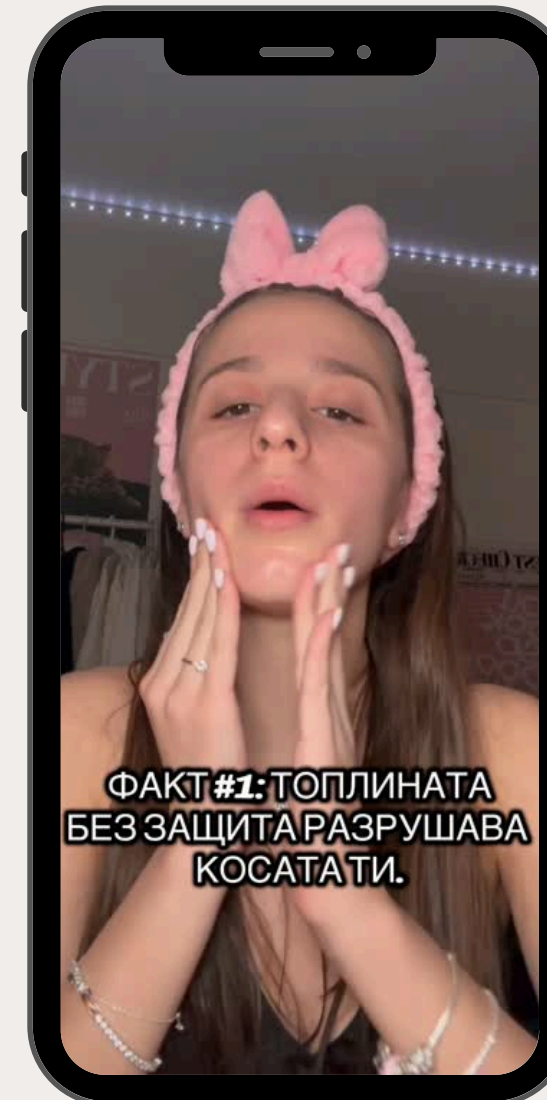
organic lifestyle UGC- aesthetic GRWM



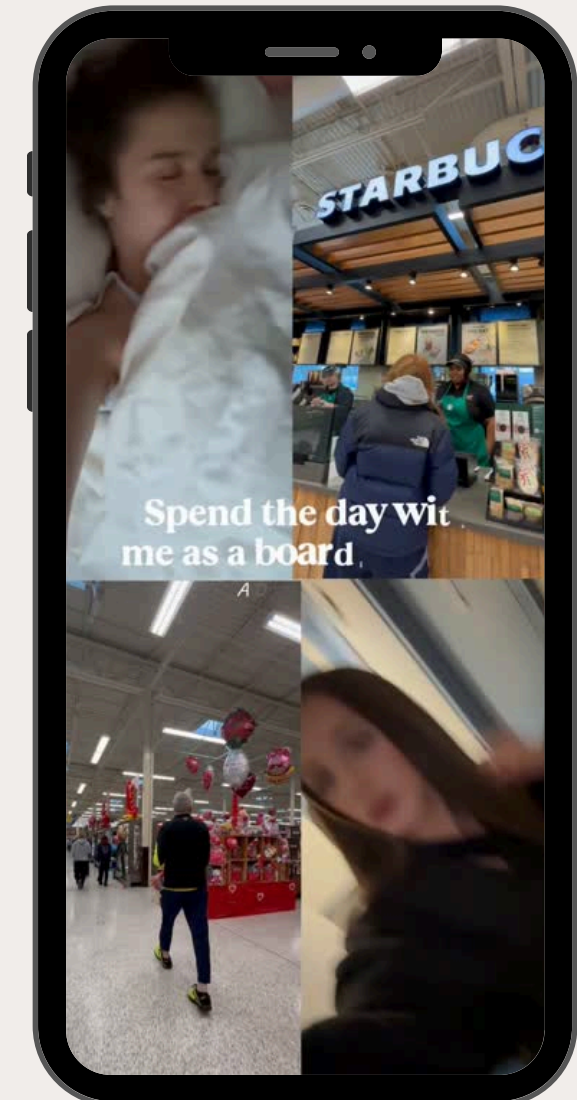
authentic review UGC- buy again vs. slip



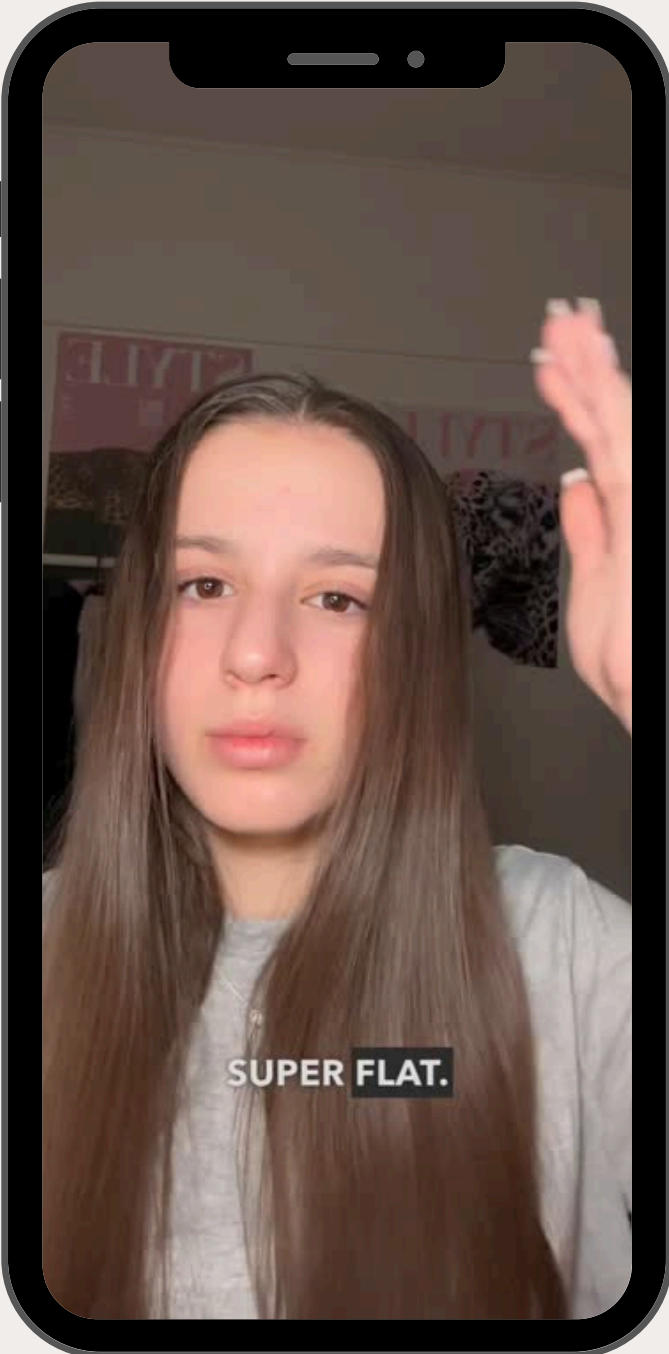
educational beauty UGC- hair damage mistakes



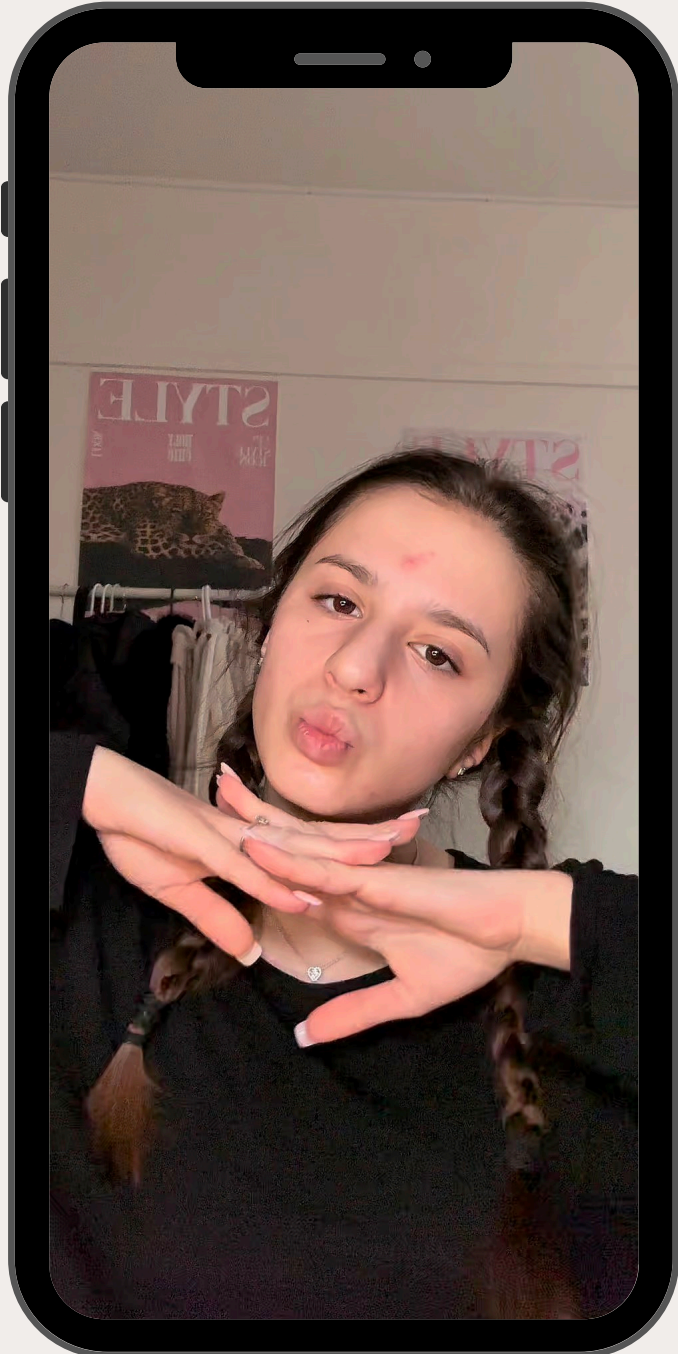
day in my life- boarding student (organic UGC)



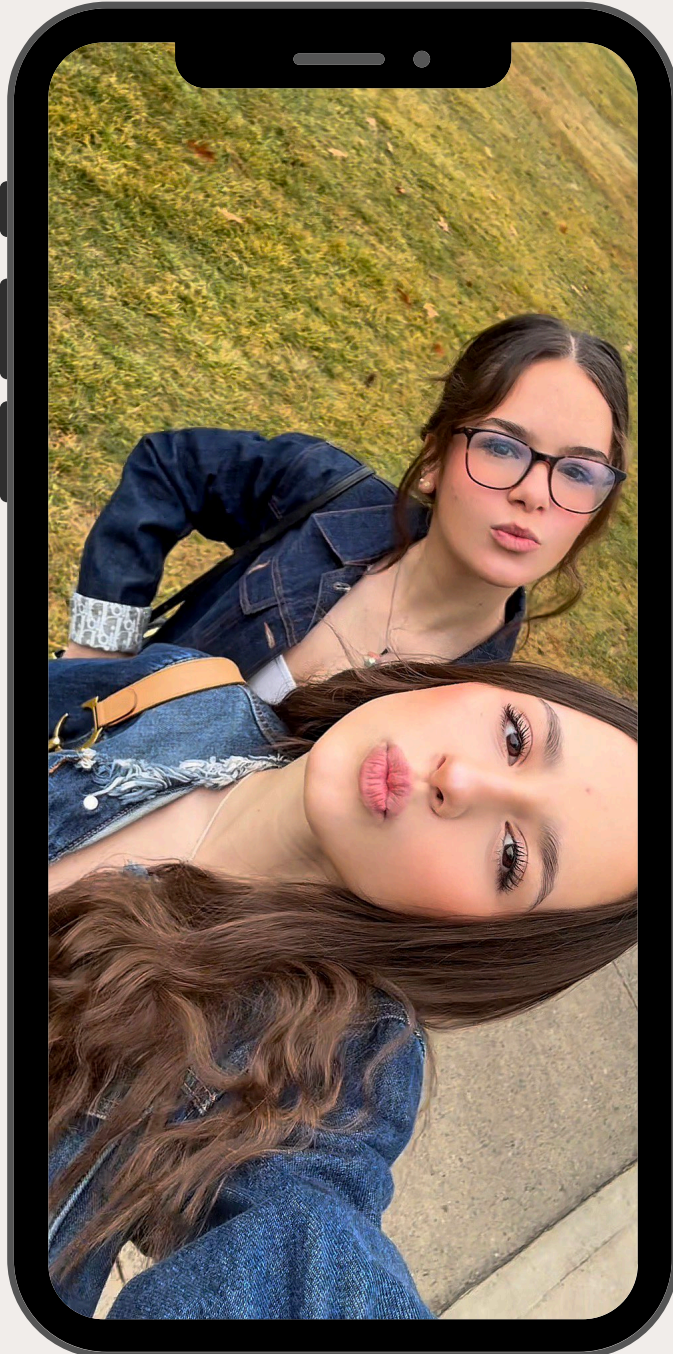
**problem-solution UGC
(conversion focused)**



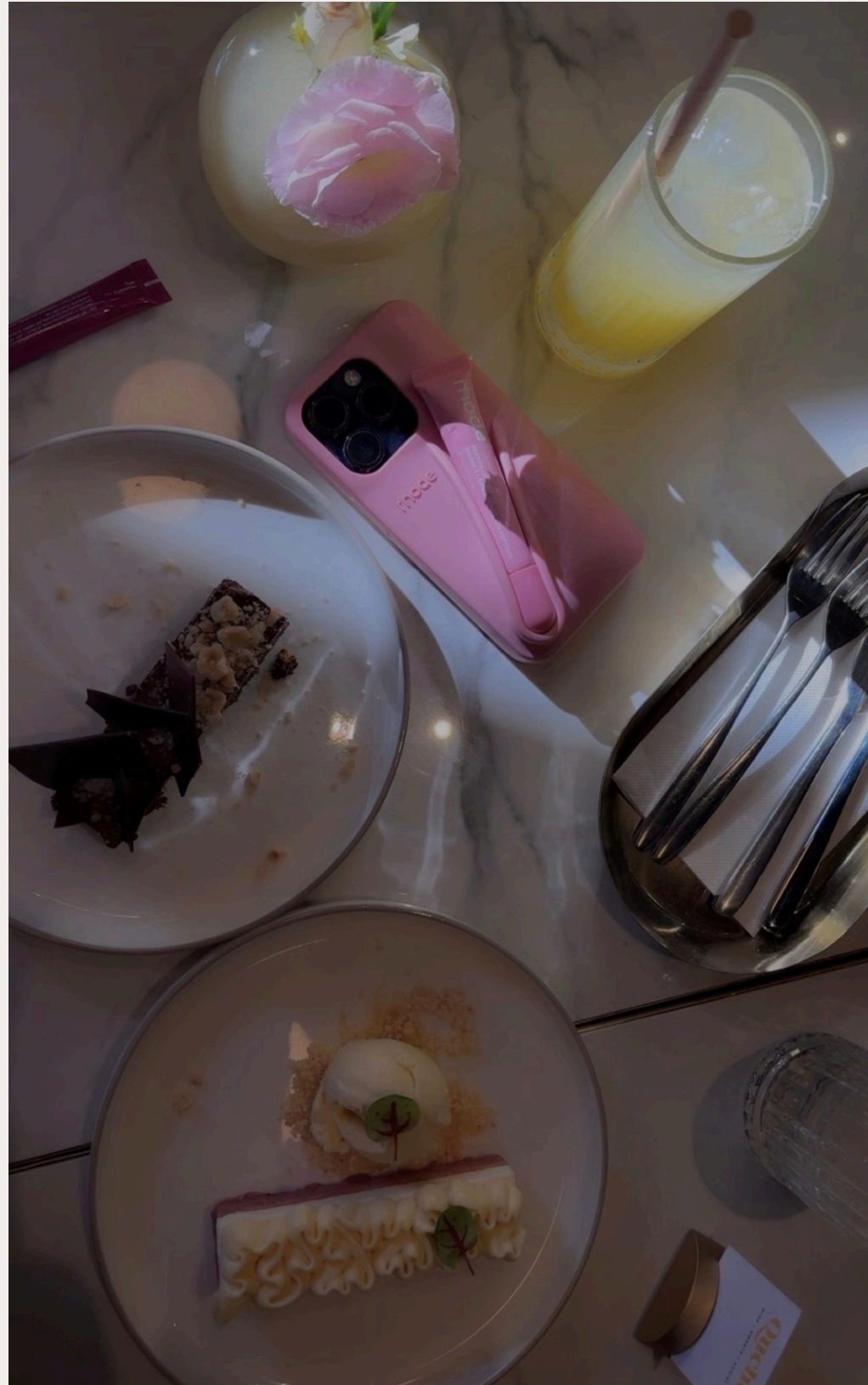
**GRWM- relatable
day routine**



**organic lifestyle
UGC- lunch vlog**



UGC photos I've created.. (2 slides)





CONTACT

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