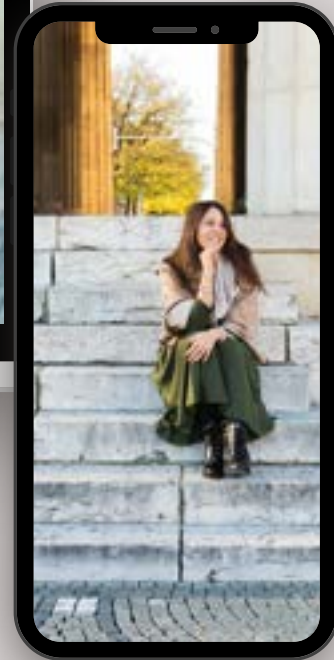


DIGG

WELCOME TO MY



# Portfolio



@MYSOCIALMEDIACHANNELS

# WHO am I

Hey, there!  
Nice to meet you! My name is Lena Heller, I am mom of 3 and a passionate advocate for luxury and lifestyle products.

MEET THE  
CREATOR



My content blends lifestyle tips and luxury products to inspire balanced, radiant living. Collaborating with innovative brands, I craft stories that engage and energize my audience.

LET'S TALK

# what is UGC

User-Generated Content (UGC) is the heart of modern digital marketing. It's all about authentic content created by individuals rather than brands, offering a genuine and relatable perspective. UGC not only enhances brand credibility but also fosters a deeper connection with the audience.



**WORK WITH ME**

*Did you know?*



93%

of customers believe *user-generated content* (UGC) is very helpful when making a purchasing decision."

Source: [www.everyonesocial.com](http://www.everyonesocial.com)

# UGC benefits



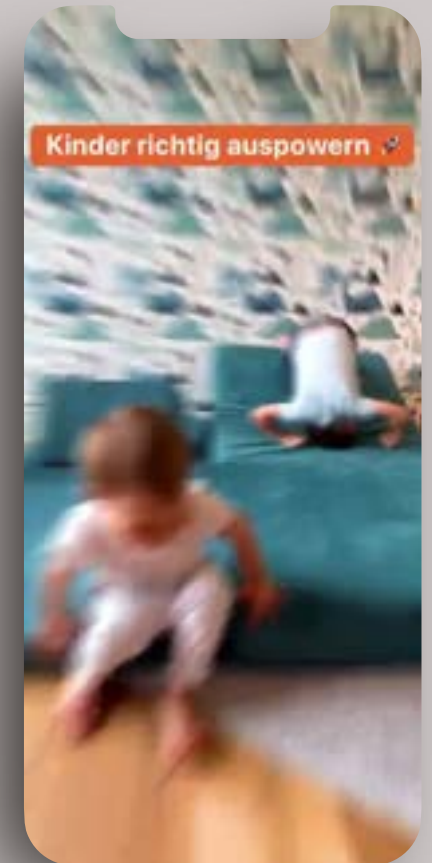
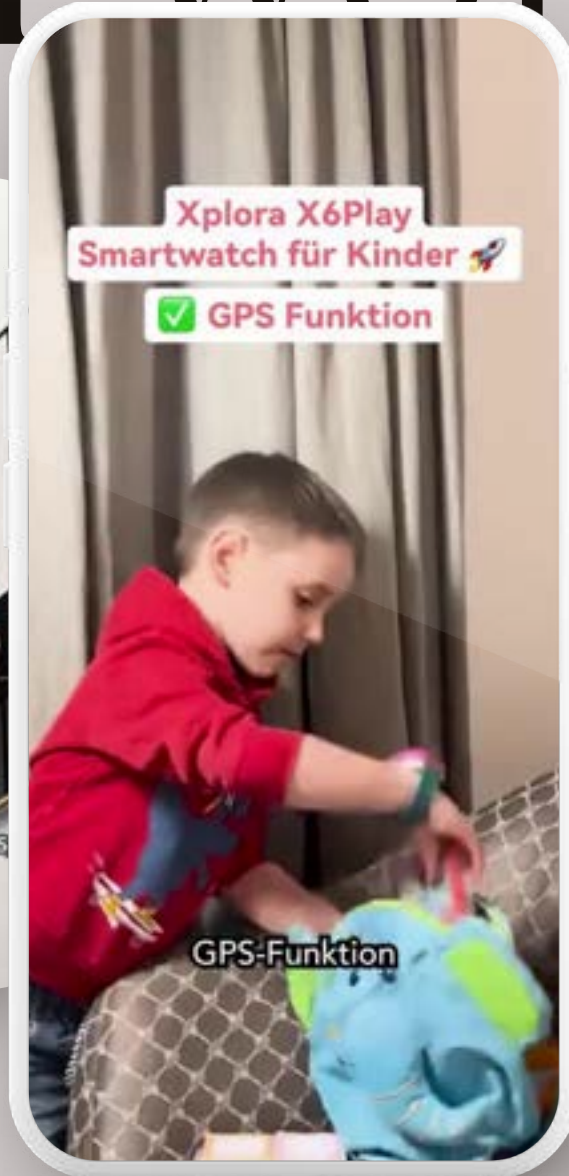
- ✓ Enhances brand authenticity and trust.
- ✓ Increases engagement and social proof.
- ✓ Delivers relatable, impactful content.
- ✓ Boosts community interaction and loyalty.
- ✓ Offers cost-effective marketing with high ROI potential.

WORTH THE INVESTMENT

for *your* brand

# MY WORK

## *product videos*



ATTENTION TO DETAIL

Each video is carefully crafted to showcase products in a realistic, engaging manner. From skincare routines to daily life products, the content blends aesthetics with practicality, ensuring viewers receive both inspiration and information.



The section highlights the allure of skincare and lifestyle products, capturing their essence through vibrant, story-telling imagery.

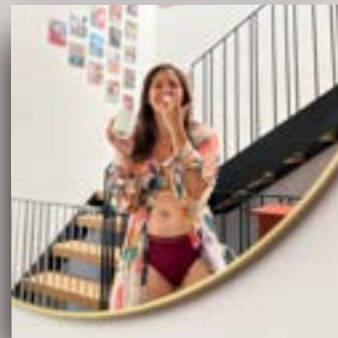
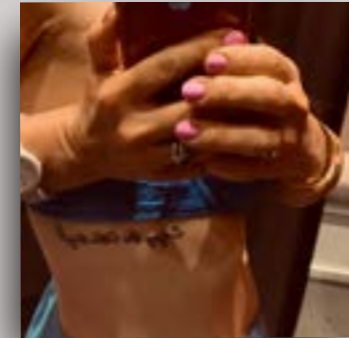


CRAFTED WITH LOVE



WORK WITH ME

# *product photos*





a perfectly baked cake ordered online - ready for the big party ▣



no sleep without this cute rabbit. Lets create sweet dreams for the little ones.



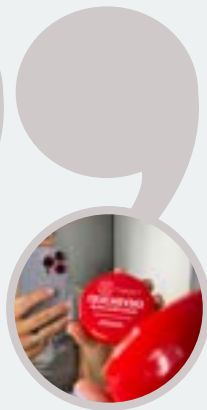
A first class service is my promise for your products.

# *testimonials*

Lena's work is transformative! Her authentic approach brought our brand's vision to life. Her content not only beautifully represented our products but also aligned perfectly with our brand ethos, resulting in increased customer engagement.

**FRANK HELLER**  
CEO Burnus Group

client  
*feedback*



Lena is a game changer in UGC! Her content has significantly boosted our online presence, and we've seen a remarkable increase in our customer interaction rates. Her unique style and creative vision have made her an invaluable asset to our marketing efforts.

**JOHANNA BRAUNE**  
Hotel Manager

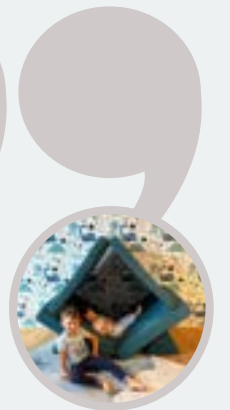
client  
*feedback*



Lena's creativity and professionalism are unmatched. Our engagement rates soared thanks to her stunning visuals. She understands our brand needs and consistently delivers content that surpasses our expectations, making her a key partner in our marketing strategy.

**VERONIKA ZEITLER**  
Marketing FUNZY

client  
*feedback*



INDIVIDUAL

# services pricing

Skincare Product Review	€150
Lifestyle Content Creation	€200
Wellness Blog Post	€100
Personalized Nutrition Plans	€250
Brand Collaboration Strategy	€300
Social Media Management	€350
Photography Sessions	€400
Video Production	€500



WORK WITH ME

**Lena J. Heller**  
UGC CREATOR

# pricing plans



\*Monthly subscription based

	PREMIUM	STANDARD
Basic Content Strategy	✓	✓
Monthly Photo Content	✓	✓
Quarterly Analytics Report	✓	✓
Bi-weekly Photo and Video Content	✓	✗
Priority Client Support	✓	✗
Exclusive Rights to Content	✓	✗
	€399*	€299*

Custom pricing also available - book a call





## *How it works:*

- 1 Consultation and Strategy:** Discuss goals and brand vision.
- 2 Content Creation:** Develop and produce tailored content.
- 3 Delivery and Feedback:** Present the final content and incorporate any feedback.

# *the process*

Understanding Brand Needs:  
Deep dive into your brand's ethos and target audience.

Creative Development:  
Crafting unique and engaging content ideas.

Execution and Review:  
Producing high-quality content and refining it based on client input.

[contact me](#)

# ARE YOU



*still wondering?*

LET'S LOOK AT THE STATISTICS

70%

of consumers will consider UGC reviews or ratings before making a purchasing decision."

73%

more positive comments on social networks than traditional ads (for ads featuring UGC)."

84%

of consumers say they trust peer recommendations above all other sources of advertising."

Source: [www.everyonesocial.com](http://www.everyonesocial.com)

Let's work  
*together*



ljhellerbusiness@gmail.com



<https://myugccontent.my.canva.site/alina>

Lena J. Heller



@lenajheller



→ 13

→ 13 A

FILM NEGATIVE



→ 14

→ 14 A

FILM NEGATIVE

FILM NEGATIVE