



UGC & CONTENT CREATION

LENA ELEA

*HOPF*





# ABOUT ME

My name is Lena, and I am a 24-year old UGC creator based in Berlin, Germany.

My passion is content creation and connecting with people. Together with you, I want to create good performing content for your brand which is specific for your target audience.



## skills & experiences

In terms of content creation and advertising, I already have 3 years of experience.

I have created both organic content and paid ads. Therefore I've developed the following skills:

- editing skills
- high quality content
- being authentic while also converting the content into sales

# VIDEO PROJECTS



UNBOXING

PRODUCT DEMO

# VIDEO PROJECTS



TESTIMONIALS

TREND

# Why *UGC*?

UGC means user-generated content and is made by customers.  
This content can be posted by brands on their social medias or run as ads

79%

of people say UGC  
highly impacts their  
purchasing  
decisions\*

28%

higher conversion  
rate for brands when  
UGC is used in  
campaigns\*

9.8x

more impactful than  
normal content when it  
comes to purchasing  
decisions\*



LET'S WORK TOGETHER

# CONTACT



*EMAIL*

[NACHTSOHNELICHT@GMAIL.COM](mailto:NACHTSOHNELICHT@GMAIL.COM)

*INSTAGRAM*

[@ELEA.UGC](https://www.instagram.com/ELEA.UGC)

*TIKTOK*

[@LENA.UGC](https://www.tiktok.com/@LENA.UGC)

