



MEDIA KIT · 2026

Mama Michelle Media

UGC Creator for Family, Lifestyle & Everyday Brands

Helping brands reach real moms, families, and 35 to 55 shoppers with content that feels natural, trustworthy, and ready to use.

01 In a Nutshell



Hi, I'm Michelle, the creator behind Mama Michelle Media. I create short-form UGC for brands that want to reach real moms, families, and everyday household decision-makers.

As a working mom of three, with kids in preschool, grade school, and the teen years, I understand how busy families actually shop, compare, trust, and buy. I also bring a professional lens as a college psychology faculty member with a doctorate in Educational Leadership and a master's in Counseling and Educational Psychology.

My content blends real-life motherhood, clear communication, and brand-safe storytelling, so your product feels useful, relatable, and easy to trust.

WHY BRANDS SHOULD CARE

35-55

A valuable household shopper Michelle naturally represents

3 Kids

Real parenting perspective across preschool, grade-school & teen stages

Ed.D.

Psychology-informed educator with clear, trustworthy delivery

Ad-Ready

Natural, brand-safe content made for organic and paid use

02 Content Niches

Motherhood & Parenting

Family Lifestyle

Home & Household

Beauty & Skincare

Wellness & Self-Care

Food, Snacks & Kitchen

Travel & Hotels

Education & Learning

Organization & Productivity

Apps, Tools & Family Tech

03 Content Style

Warm, natural, and genuinely relatable

Clear, confident communicator

Relatable, with professional polish

Trust-building and brand-safe

Light humor, everyday delivery

Easy to direct, reliable, and prepared

"Content should feel like a real recommendation from someone your customer would actually trust, the kind of honest, everyday endorsement that makes a product easy to believe in and easy to buy."

Work With Michelle

MAMA MICHELLE MEDIA

WHAT I CREATE

- Short-form vertical videos for organic social and paid ads
- Product demos that show how your product solves a real problem
- Testimonials and first-person product recommendations
- Unboxings with natural reactions and clear product benefits
- Lifestyle product photography for websites, ads, and email

DELIVERABLES INCLUDE

- Edited vertical video, 15 to 60 seconds
- Concept, angle, and hook development
- Captions and text overlays
- Multiple hook variations available
- Lifestyle photos available as an add-on
- Optional raw footage
- One round of revisions included
- Usage rights and paid-ad licensing scoped per project

WHO I'M A FIT FOR

A strong fit for brands selling to real moms, families, and busy women balancing work, kids, home, travel, wellness, and a budget. I live that decision-making process every day, so I can create content that speaks to your customer in a way that feels natural, useful, and believable.

Strongest fit: family, home, beauty, wellness, food and snacks, travel, education, organization, apps, and everyday consumer products.

SAMPLE PACKAGES

Starter Collab

A SIMPLE FIRST PROJECT

- 1 edited short-form video
- 15 to 30 seconds
- 1 content angle
- Captions and text overlays
- 1 round of revisions

Brand Testing Bundle

MOST POPULAR

- 3 edited short-form videos
- 15 to 45 seconds each
- 3 different content angles
- Demo, testimonial & lifestyle
- 1 round of revisions

Monthly Partner

RECURRING UGC

- 4 edited videos per month
- Ongoing hook & angle testing
- Real-life product integration
- Priority scheduling
- Optional raw footage & photos

ADD-ONS

Extra hook variations

Raw footage

Lifestyle product photography

Paid-ad usage rights

Extended licensing

Exclusivity

Rush delivery

Whitelisting / partnership ads

Extra revisions

B-roll clip pack

Let's create content that makes your product easy to trust and easy to buy.

Send your product, goals, timeline, and preferred deliverables, and I'll reply with content ideas and a custom quote.

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