



UGC PORTFOLIO

Content creator for makeup
and bridal makeup brands

@supriyarathour_1

PROFILE

SUPRIYA



I create content around makeup, bridal makeup, beauty salon, skincare, face wash, and serum through GRWM, makeup transitions, PR unboxing, and salon promo. I'm Supriya from Delhi, and I'm open to collaboration and brand shoots.

makeup / bridal makeup / beauty salon / skincare / face wash / serum

@supriyarathour_1 on Instagram



WHAT IS UGC?

User-generated content is video made by a real creator, in their own voice, for a brand to post on its own channels or run as ads. It reads like a recommendation from a person rather than an advert, which is why people watch it to the end.

by Supriya 🦋



WHY BRANDS USE UGC

- 01** It looks native to the feed, so people stop and watch.
- 02** A real person using the product builds trust before the first purchase.
- 03** Ready-made creative for ads, product pages and social, without a studio shoot.



PROJECT 1

INSTAGRAM REELS

Yuppp❤️❤️❤️ #dance #masti
#instagood #instagram

▶

23.5L

plays

♡

1.1L

likes

💬

0

comments



PROJECT 2

INSTAGRAM REELS

Ek villain ♥️😊..... #trendingreels #viral
#trend #instagram #instagood
#reels#newvideo #instagramreels

 **20.8K** plays

 **404** likes

 **19** comments



PROJECT 3

INSTAGRAM REELS

That special birthday night 🎉🥳💖
#birthday #instagram #love #instagood
#viral #celebration

▶

20.8K

plays

♥

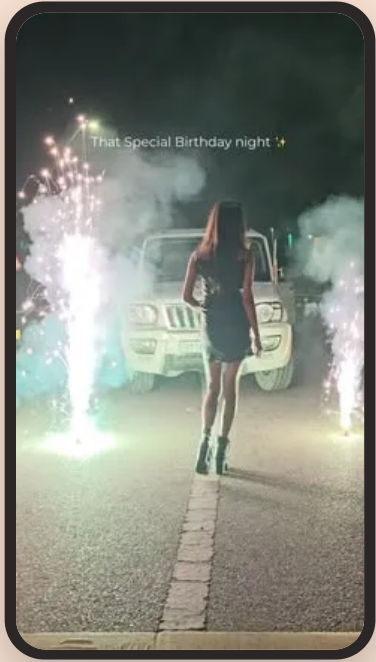
359

likes

💬

10

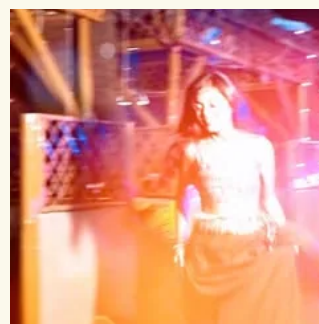
comments



MORE OF MY WORK

A selection of recent reels. Each one opens on Instagram.

@supriyarathour_1



MY SOCIALS

Instagram @supriyarathour_1, as of 29 Sep 2026

FOLLOWERS	MEDIAN REEL PLAYS	ENGAGEMENT RATE	TOP REEL PLAYS
1.4L	8,412	0.1%	23.5L

From public Instagram data · as of 29 Sep 2026

LET'S WORK TOGETHER

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