

UGC CREATOR · TRAVEL · LIFESTYLE

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Vanessa Lin

🔍 @vanessallin





Hi, I'm Vanessa!

I'm a **UGC creator** based between **Toronto and Miami**, making authentic, aesthetic content across **travel, beauty, tech, products and lifestyle**, filmed on my Sony A7 IV or iPhone.

I'm also a **Senior Concierge+ Advisor at Top Tier Travel** and create travel content for **@travelwithlivii**, so hotel and destination stories are my sweet spot. With a degree in Business Marketing and UX Design, I build every piece to stop the scroll *and* convert.

21.3K

Instagram followers

26.4K

TikTok followers

1.24M

IG views, last 30 days

5.9%

Reel engagement rate

WORK WITH ME

Instagram figures from Instagram Insights, as of Oct 27, 2026. Engagement rate = (likes + comments + saves + shares) ÷ reach, last 30 reels.

THE NUMBERS

LAST 30 DAYS · SEP 28 – OCT 27, 2026

1.24M

views

901.6K

accounts reached

64.2K

accounts engaged

12.2K

profile visits

LAST 30 REELS · AUG 16 – OCT 25, 2026

140K

avg views per reel

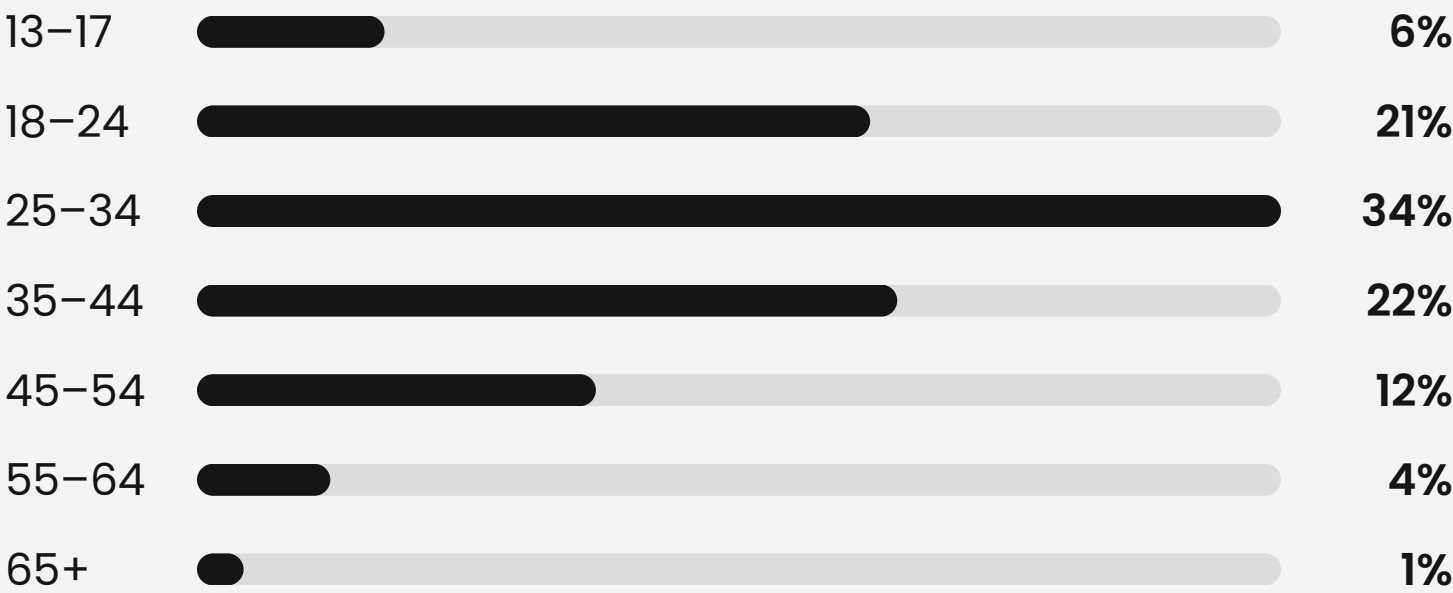
5.9%

engagement rate

6

reels over 100K views

AUDIENCE · FOLLOWERS



70%

in the US & Canada
(US 37% · CA 33%)

52%

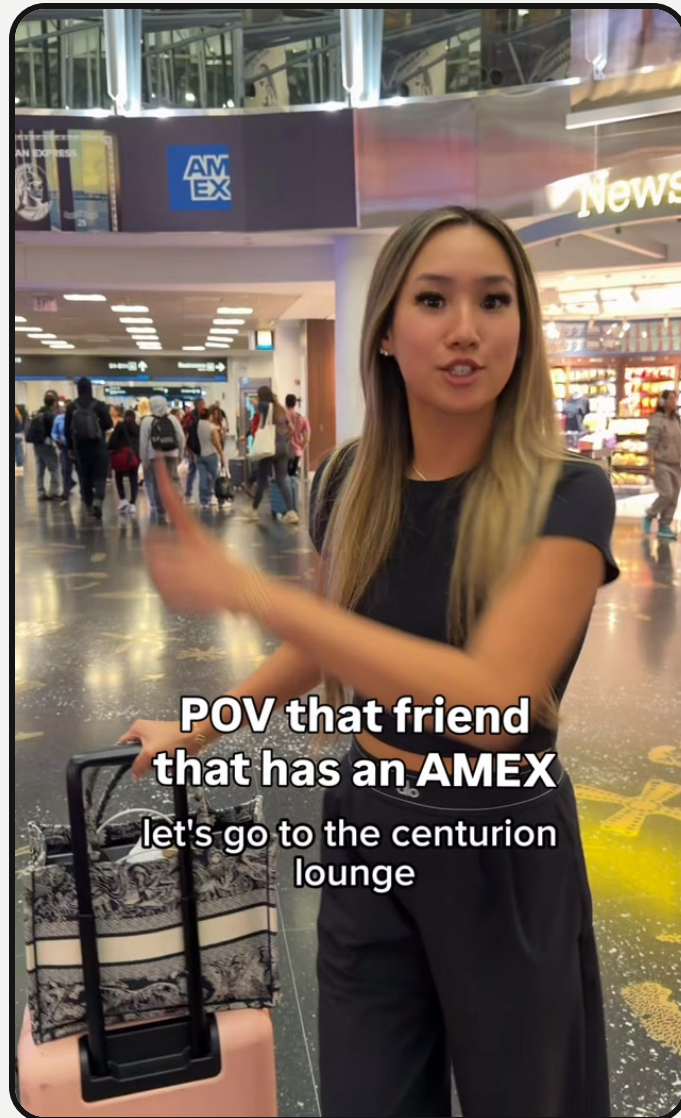
women*

Top cities: Toronto, Hamilton, New York, Mississauga, Brampton

Who engages: 80% aged 18–34 · 63% women* · top cities Miami, New York, Toronto, Los Angeles

Source: Instagram Insights for @vanessalliin, pulled Oct 27, 2026. Audience = Instagram’s current-month demographics. *Of accounts with gender listed (38% of followers and 25% of engaged accounts have none listed).

TOP CONTENT



1.36M

views

895K reached · 20K shares

"We all have that one friend..."

Posted Aug 27, 2026



1.05M

views

827K reached · 4K shares

"Sauce season"

Posted Aug 16, 2026



944K

views

786K reached · 10K shares

"Ik they're not tacos but..."

Posted Sep 19, 2026

What I make

- ✓ UGC videos for brand ads & socials
- ✓ Instagram Reels & TikToks
- ✓ Instagram Stories & carousels
- ✓ Travel, hotel & destination content
- ✓ Beauty, tech & product reviews + unboxings
- ✓ Lifestyle & aesthetic photography
- ✓ Trend-based content

BRANDS I'VE WORKED WITH

NYX
PROFESSIONAL MAKEUP

HEALTH | ONE

ADORE
ADVANCED AESTHETICS

KÉRASTASE
PARIS

CUP OF TÈ

JILANIPLACE
COWORKING SPACES

Blackbough

CAFE 295

BOOMBA
PEPPER MAYO

FH

EYES ON SHEPPARD
OPTOMETRISTS

CANDY
PROM & EVENING

How I work

1

Discovery & Strategy

Understanding your brand and goals to create a tailored content plan.

2

Content Creation

High-quality, engaging content shot with professional tools and techniques.

3

Feedback & Delivery

We refine together, then I deliver content optimized for your platforms.

Let's work together!

Authentic, aesthetic & relatable content that leads to conversion.

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