

CONTENT CREATOR · UGC

Sara Fernandez

Sydney, Australia · Available to travel

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INSTAGRAM	MONTHLY VIEWS	TIKTOK	TIKTOK LIKES	CLIENTS	LANGUAGES
60K followers	4M on Instagram	44K followers	415K	100+ worldwide	English · Spanish

About me

Sydney-based UGC and content creator specialising in lifestyle, fashion, beauty, wellness and travel. Experienced in creating organic and paid social content for Australian and international brands, from concept and scripting through filming, voice-over and editing. Comfortable with direct-to-camera delivery, lifestyle storytelling, product demonstrations and trend-led short-form content. Fluent in English and Spanish, with experience creating content both independently and on location.

Highlighted experience

FASHION, BEAUTY & E-COMMERCE

UGG · Footwear UGC

SHEIN · Fashion UGC

Everau · Footwear UGC

IXI Hair · Hair & beauty UGC

Beauty Affairs · Beauty UGC

Qure Skincare · Skincare UGC

Maison Ami Couture · Fashion content

WELLNESS & LIFESTYLE

Vush · Lifestyle UGC

38 Degrees Gym · Fitness UGC

Healthyroo · Wellness UGC

MINISO · Product UGC

Mov'in Bed · Lifestyle / event content

TRAVEL, HOSPITALITY & FOOD

Bubble Hotel Ubud · Travel / hotel content

Devani Resort Sidemen · Travel / resort content

Pullman Lombok · Restaurant / hospitality content

SeaDoo Safari Makassar · Travel & adventure content

Sydney Kayak · Adventure / lifestyle UGC

Lavana · Sydney hospitality UGC

Jarritos · Beverage UGC

Skills

- UGC concepting, scripting & storytelling
- Direct-to-camera & natural delivery
- Product demonstrations & testimonials
- Lifestyle, fashion, beauty, wellness & travel content
- Short-form video for TikTok, Reels & paid social
- Voice-over in English & Spanish
- Filming & editing independently

Kit

- Canon G7 X Mark III
- iPhone 15 Pro Max
- DJI Action 5 Pro

Education

Diploma of Artificial Intelligence

Greystone College · 2026 - Present

Diploma of Digital Marketing

Greystone College · 2025 - 2026

Certificate IV in Marketing & Communication

Greystone College · 2023 - 2025