

KIMBERLY SANCHEZ

UGC Creator & Brand Partner | Authentic Voice for Women 50+



PLATFORMS

TIKTOK Shop Active
@kimberlysanchezofficial

INSTAGRAM Beauty & Lifestyle
@kimberlysanchezofficial

YOUTUBE 10+ Yrs Video
@KimberlySanchezOfficial

AUDIENCE

Primary Demo: Women 45 – 65
Location: USA (Colorado)
Trust Signal: High-intent niche
Buyers: Active purchasers

CONTACT

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About Me

I spent over a decade building a handmade soap business from the ground up — a YouTube audience, a real community, and eventually a subcontract producing video content for a major soap supply company. I understand what makes someone trust a brand enough to actually buy.

Now I'm 57, on a GLP-1 program, two years into my real skincare journey — peptides, beauty tech devices, actives, all of it — and I'm doing it on camera. I live on four acres in the Colorado mountains. My audience is women reinventing themselves after 50: high purchasing power, deep brand loyalty when earned, and a near-perfect radar for inauthenticity.

I've partnered with **Olay** and have active gifted collaborations in beauty and wellness. My current e-commerce business generates six figures annually. I think in conversions, not just content.

Content Focus

- + Skincare & Skin Health**
Peptides, actives, beauty routines, real before-and-after documentation
- + Beauty Tech Devices**
RF, microcurrent, LED devices — hands-on testing, honest results
- + Wellness & Weight Loss**
GLP-1 journey, supplements, health transformation — authentic and ongoing
- + Plus-Size Fashion**
Modern, elevated styling for the curvy woman who refuses to shrink
- + Home & Lifestyle**
Decor, accessories, everyday luxury — Colorado mountain home aesthetic

Brand Partnerships

- Olay — Brand Partner
- Gifted Collabs in Beauty & Wellness
- TikTok Shop Active Creator
- Open to Long-Term Relationships

What I Create

- + UGC Product Videos — Authentic, conversion-focused reviews
- + TikTok Shop Content — Short-form demos with purchase integration
- + Tutorial & How-To — Skincare routines, device step-by-steps
- + Lifestyle Integration — Products woven naturally into daily life
- + Transformation Content — Before/after skincare, wellness, fashion