

media kit · 2026 — ugc creator

@kristaschronicles

content that doesn't feel like an ad

KRISTA DELISLE

a b o u t

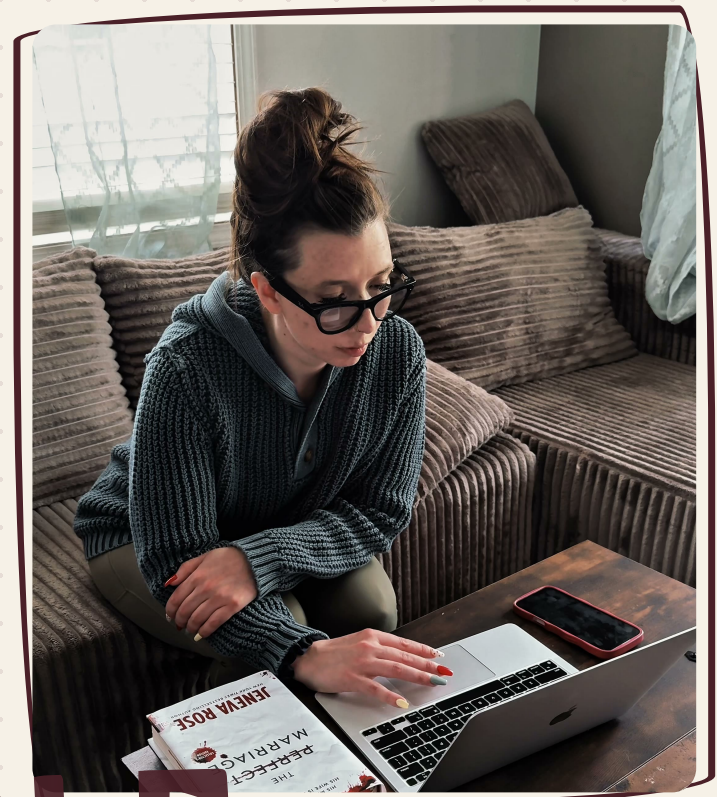
hi, i'm krista.

i make the internet feel like a friend.

i'm a late-30s mom of five and a cna working 12-hour shifts in michigan's upper peninsula. by day i'm on the floor from 7a to 7p. by night, when the house finally goes quiet, i'm a content gremlin — filming, editing, building, plotting.

i didn't start posting to become an influencer. i started posting the stuff i wish someone had told me — about shift work, mom life, money, and the beautiful mess in between. somewhere along the way, a community showed up: tired moms, healthcare workers, women who buy what i actually use.

now i make ugc and sponsored content for brands, run the break room, and i'm building life apparently. the goal: **build enough income streams that the 12s become a choice, not a requirement.**



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the numbers

proof, *not promises.*

instagram insights · last 30 days · october 2026

677k+

content views

43k+

interactions

7%

engagement rate

23%

amazon conversion

335k accounts reached · 5,925 shares · 2,799 saves

3,304 ig followers · 14.1k tiktok followers

amazon proof · sep 5 - oct 4

23.46% conversion

81 clicks → 19 ordered items

19 shipped · 0 returned

my audience doesn't just watch — they buy.

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audience

tired moms.
healthcare girlyies.

63%

ages 25 - 44

58%

women

72%

us-based

90%

views from non-
followers

they're cnas and healthcare workers pulling 12s. they're moms running on caffeine and dry shampoo. they're millennial women buying for real life, not the aesthetic.

they send my posts to the group chat. they buy what i actually use — because they know i only recommend what i'd buy twice. **that trust is the whole business model.**

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content that *performs.*

my top posts from the last 90 days — real content, real engagement, zero ad spend.



5.9k likes

idk maybe being a cna is kinda chic sometimes



1.7k likes

being a cna is basically knowing someone else's entire routine



1k likes

i swear being a cna comes with an entire handbook nobody actually read



395 likes

i swear being a cna is half taking care of people and half learning their entire life story

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services

what i offer.

- | | | |
|----|--|--------|
| 01 | ugc video — 30-60 sec, your brief, my voice | \$150+ |
| 02 | sponsored reel — @kristaschronicles | \$200+ |
| 03 | sponsored tiktok — posted to tiktok | \$150+ |
| 04 | reel + story bundle — reel + 3-5 frames | \$250+ |
| 05 | cross-post package — one concept, everywhere | \$300+ |

add-ons: hook +\$50 • cta +\$35 • extra revision +\$50 • paid usage quoted separately



content in the wild



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process

five steps. *zero headaches.*

01

you reach out

email me your product and your goals.

02

we align on the concept

i'll send my take. not a fit? i'll tell you straight.

03

i film it in my real life

your product in my actual routine. no robots.

04

you review, i revise

one revision included. most brands don't even need it.

05

we launch

final files within 2 weeks.

the fine print

30 days organic usage

1 revision included

2-week turnaround

no exclusivity

paid ads quoted separately

payment within 15 days

*no pitch decks required. just email
me like a human.*

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work with me

ready when *you* are.

tell me about your product and what you're dreaming up.
i reply within 48 hours — usually faster, unless i'm on a 12.



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