

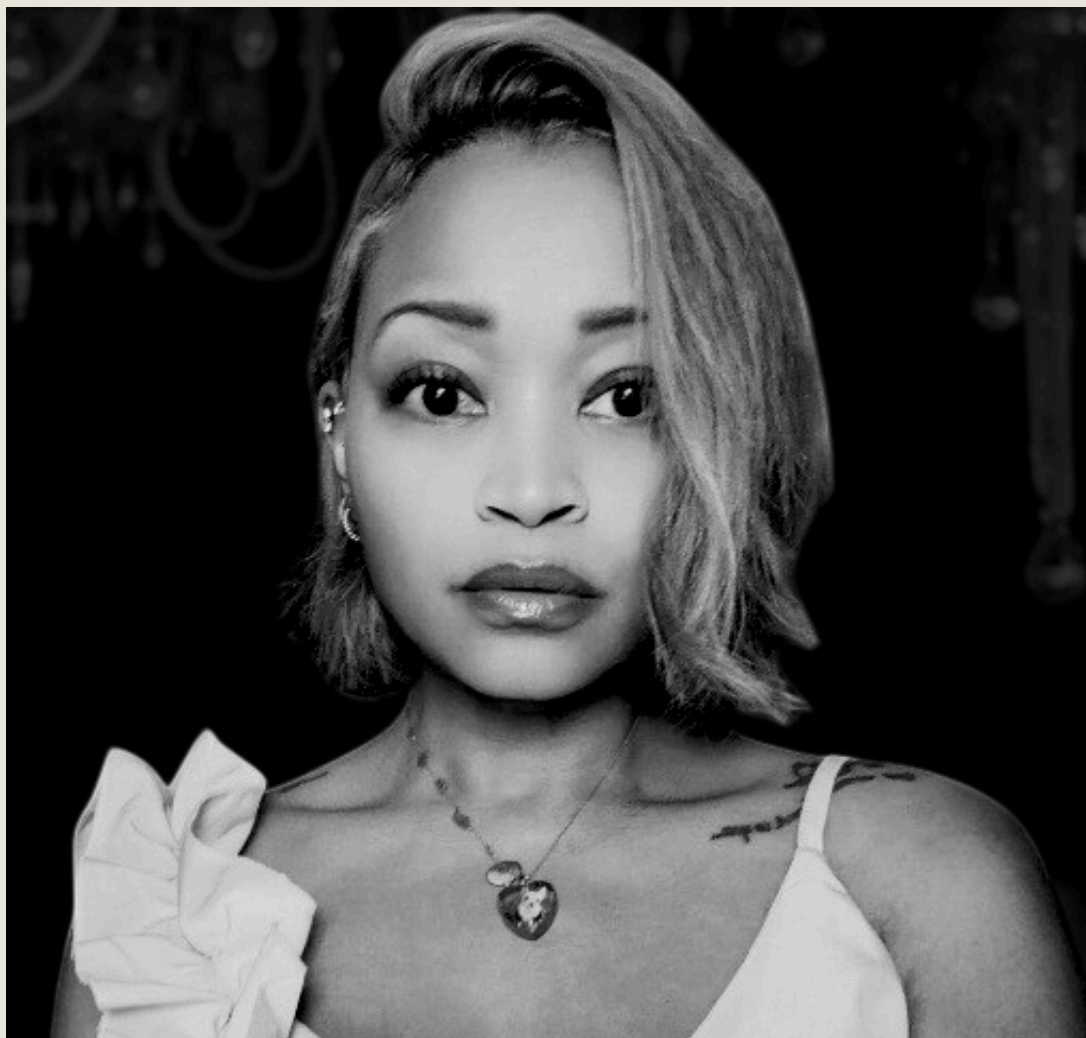
STEPH RUSSELL / CREATOR PORTFOLIO

UGC & Lifestyle creator for pet, wellness, & beauty brands

TIKTOK: @DOGMOM_THERAPIST

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ABOUT ME

SKILLS

EXPERIENCE

PORTFOLIO

LET'S WORK TOGETHER

STEPH RUSSELL

MY MISSION

to create
meaningful
content that
connects



I create calm, relatable lifestyle content that helps brands feel human, trustworthy, and real.

My focus is on pet, wellness, and beauty — blending lifestyle visuals, product-led content, and authentic storytelling that fits naturally into everyday life.

No forced ads. Just creative, trustworthy content that converts.

UGC & LIFESTYLE CREATOR



HELLO

I'm Steph

— a dog mom, wife, lifestyle & UGC creator.

I bring a therapist-informed, trust-focused perspective into my content, helping brands show up in ways that feel human, emotionally aware, and trustworthy — especially in comfort-focused, lifestyle, and mental health-adjacent spaces.

I specialize in pet, wellness, fashion, and beauty content, blending lifestyle visuals, product-led videos, and trend-based formats. My creative style is calm, relatable, and natural — designed to connect without feeling scripted or salesy.

DogMom Therapist

UGC & LIFESTYLE CREATOR

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WHAT I CREATE FOR YOUR BRAND

UGC Video Creation

(short-form UGC videos for TikTok, Reels & paid ads)

Lifestyle & Product- Led Content

(cozy, relatable, real-life visuals that feel natural and authentic)

On-Camera & Voiceover Videos

(talking head, try-ons, routines, POV-style content)

Trend-Based & Conversion Content

(content designed to stop scroll and drive conversions)

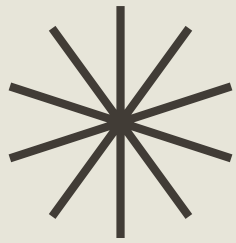
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EXPERIENCE

UGC & LIFESTYLE CONTENT CREATOR

Pet • Wellness • Beauty • Fashion

- Create short-form UGC for TikTok, Instagram Reels, and paid ads
- Blend lifestyle visuals, product-led demos, and trend-based formats
- Strong on-camera + voiceover delivery (try-ons, routines, POV)
- Develop ad-ready creative optimized for trust, clarity, and conversion

CONTENT CREATOR & DIGITAL MEDIA PRODUCER

The Michael Baisden Show
(Nationally Syndicated)

- Produced digital + social content for a national radio audience
- Created content across news, relationships, lifestyle, and human-interest topics
- Supported national ad campaigns in collaboration with ABC Sales
- Managed/updated multiple show websites (content, promos, audience engagement)
- Strengthened messaging using audience psychology + trust-based communication

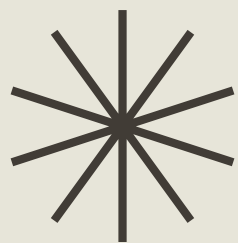
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BACKGROUND EXPERIENCE

LICENSED THERAPIST & FORMER BOARD-CERTIFIED HEALTH COACH

Mental Health, Human Behavior & Wellness Communication

- Brings a licensed therapist’s perspective to content creation, prioritizing emotional awareness, trust, and authentic human connection
 - Former NBC-HWC (National Board-Certified Health & Wellness Coach) with training in behavior change, habit formation, and lifestyle wellness principles
 - Experienced in communicating sensitive topics with clarity, empathy, and brand safety—adding depth and credibility to wellness, comfort-focused, and mental-health-adjacent brands
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EDUCATION & TRAINING

- Master’s Degree in Social Work (Mental Health)
 - Bachelor’s Degree in Family & Consumer Sciences & Business Administration
 - Professional background in mental health, behavior change, and wellness communication
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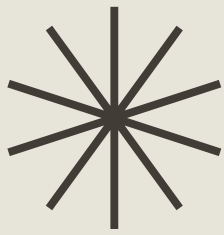
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PORTFOLIO

Lifestyle UGC • Product Reviews • Cozy Wellness & Beauty Content

Fashion / OOTD



Trusted Wellness Favorites

Brand Partnerships
Ambassador Programs
Paid Collaborations



Long-form UGC • YouTube-style reviews



Unboxing & First Impression



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PORTFOLIO

Short-form UGC for wellness, beauty & lifestyle brands

UGC Product Demo



Beauty product close-up



Wellness brand UGC



Wellness routine content



Skincare brand UGC



UGC Texture Shot



ABOUT ME

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PET CONTENT & UGC

Product Demos • Pet Wellness • Lifestyle Content • Community Engagement



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PORTFOLIO

On-Camera UGC & Creator Presence

Authentic, trust-building short-form content for wellness, beauty & lifestyle brands



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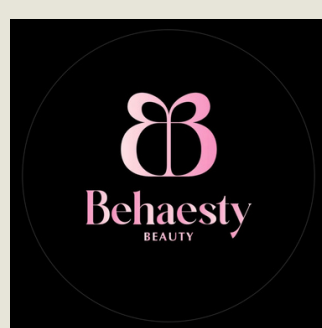
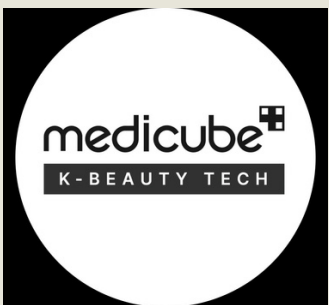
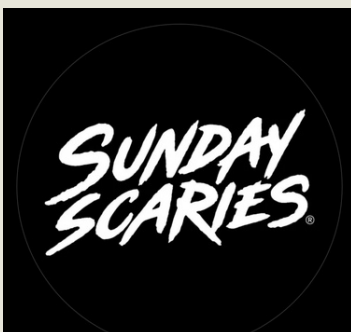
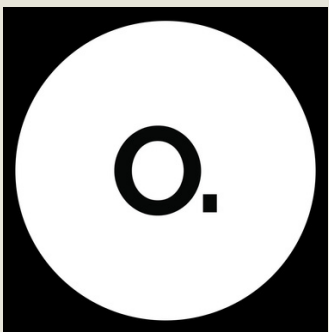
PORTFOLIO

LET'S WORK TOGETHER

PORTFOLIO

Brands I've Worked With

Wellness • Beauty • Lifestyle • Pet



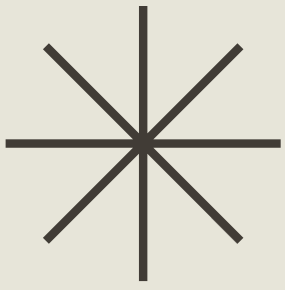
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Short-form UGC
for brands that
value trust and
connection.

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STAN.STORE/DOGMOM_THERAPIST



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